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Broadcast Advertising

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NEWS

It has paid KLZ well to concentrate relentlessly these past seven years on building its unrivaled news service. Today, when the public's insatiable hunger for news gnaws ravenously and ceaselessly, KLZ is well established as the standout news source in the Denver area . . . the station which has proved itself to be first, authentic, thorough and complete.

KLZ's News know-how is typical of KLZ programming across the board. And, across the board, KLZ is a STANDOUT with Denver area listeners.

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5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

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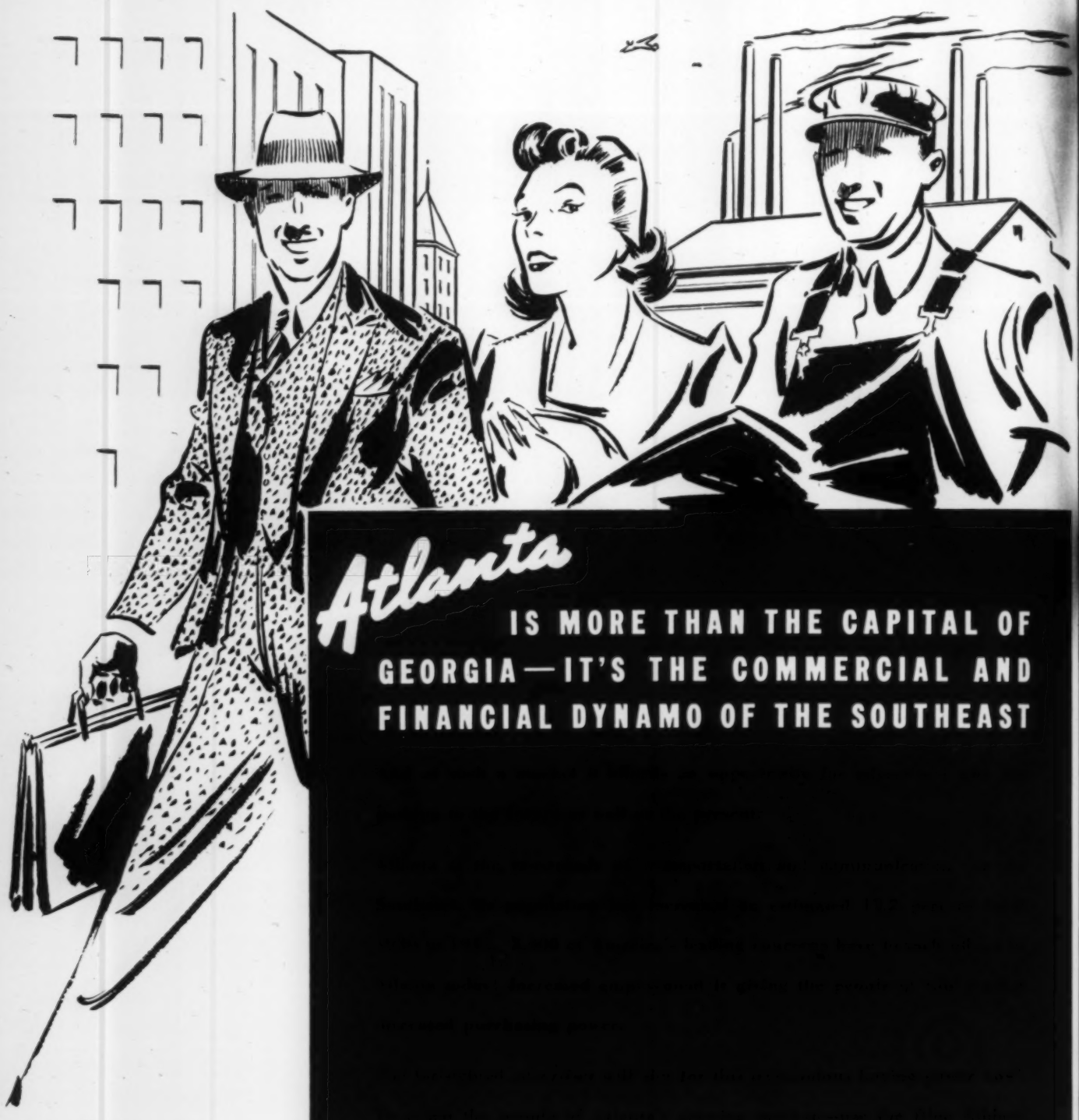

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JULY 30

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CARE COMMANDING OFFICER,
CAMP NIANTIC, CONN.—

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—OSBORN, BRIGADIER GENERAL,
DIRECTOR SPECIAL SERVICE DIVISION,
WASHINGTON, D. C."

HARRY L. STONE, Gen'l. Mgr., NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

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"Touchdowns" in Green Bay . . .

Sales for you right here . . .

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WWL
NEW ORLEANS

50,000 watts - - clear channel

You don't hear much except football talk in the home town of the Green Bay Packers. Yet occasionally a Green Bayite will hear, and drop a friendly line to, Station WWL, New Orleans.

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The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 11 SEPTEMBER 14, 1942

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Published every Monday, 53rd issue (Yearbook Number) Published in February

PS-ST! WANT TO BUY SOME HOME OR OFFICE FANS?
Don't work up a sweat over sales problems. Use KFAB to cool your fevered brow! Let KFAB waft your message throughout Nebraska and neighboring states . . . then fan it into a *sales conflagration*. We're rationing the KFAB schedule here and there . . . but there are still some choice availabilities, if you act now.
DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.
KFAB
LINCOLN

Thank you, WWNY.
You are one of five hundred enterprising radio stations in the United States who are making effective use of these programs. Keep your Commercial Department busy on them because an amazing proportion of these stations is turning *music costs* into *music profits* through ASCAP Radio Program Service.

500 WATTS

W W N Y

1300KC — OFFICES AND STUDIOS IN HOTEL WOODRUFF — PHONE 4120
WATERTOWN, N. Y.
(OWNED AND OPERATED BY THE WATERTOWN DAILY TIMES)

THOMAS E. MARTIN
STATION MANAGER

AUGUST 17, 1942

MR. ROBERT L. MURRAY
RADIO PROGRAM SERVICE,
ASCAP
30 ROCKEFELLER PLAZA
NEW YORK, NEW YORK

DEAR MR. MURRAY:

WWNY CARRIED THE FIRST THIRTEEN WEEK SERIES OF SCRIPTS PUT OUT BY ASCAP ON A PARTICIPATING SPONSORSHIP BASIS. WE HAVE FOUND THE PROGRAMS TO BE VERY SUCCESSFUL AND WELL RECEIVED. WE ARE ALREADY CARRYING THE SECOND THIRTEEN WEEK SERIES WHICH LIKEWISE HAS BEEN SOLD ON A PARTICIPATING SPONSORSHIP BASIS.

IT IS GRATIFYING TO RECEIVE TAILOR MADE PROGRAMS OF THE HIGH CALIBER MAINTAINED IN THE ASCAP RADIO PROGRAM SERVICE. WITH ALL BEST WISHES, I REMAIN,

CORDIALLY YOURS

Thomas E. Martin

THOMAS E. MARTIN
STATION MANAGER

TEM:GEB

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATION

G. RICHARD SHAFTO

MANAGER, WIS, COLUMBIA, S. C.

1920—Wireless amateur. Built Station 3NF
1922—Built and operated broadcast station WQAT, Richmond
1924—Radio Institute of New Orleans
1924—Obtained first class commercial operator's license. Began two years as deep-water wireless operator, working with some of the earliest installations of vacuum tube transmitters
1925—Studied advertising at Columbia University, while working at RCA Laboratories
1926—Westinghouse Electric Company
1929—Radio specialist, Graybar Electric Company, while studying radio at Georgia School of Technology
1932—General Manager, Station WIS
1935—WIS changed from 1010 KC to 560 KC—5000-1000 watts
1938—Elected President of WIS, Inc.
1942—Elected Director, NAB
1942—WIS upped to 5,000 watts, day and night.

NO, ladeez and gents, the handsome young man above is not a Hollywood impersonation of a brilliant radio executive—he is Godfrey Richard Shafto, and *really* one of the top-flight radio men in America today. Beginning as a radio ham at the age of 16, then as "Sparks" on sea-going ships at 20, and finally as Manager of Station WIS, Dick Shafto has lived, breathed (but not slept) radio for more than twenty-two years. And every one of those years has made Dick a more and more important person in this industry.

Speaking of successful years in radio, we think perhaps you'll find a "selfish" interest in one of our own corporate records—the length of time we've served so many of the stations we represent. Because, after all, one of a representative's greatest assets to *you* is the intimacy with which he knows his stations, their policies and their markets. . . . Therefore, we're proud to tell you that here at F&P we still represent the first four stations we started out with, ten years ago—now represent *nineteen* stations with which we have been associated five years or more.

Good representation, it seems to us, is a matter not of divided loyalty, but of *double* obligation—to the station and to the advertiser. We think it's significant that after years of closest association, so much loyalty is returned to us from both sides of the fence. And this is the greatest kick we get out of our work, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WJWC	CHICAGO-HAMMOND
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
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KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

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BROADCASTING
and
Broadcast Advertising

Vol. 23 No. 11 WASHINGTON, D. C., SEPTEMBER 14, 1942 $5.00 A YEAR—15c A COPY

OWI to Funnel All Government Broadcasts

Davis Acts to End Confusion in Clearance

THE LONG-HERALDED directive, requiring all Government agencies to channel their radio program plans, network or spot, through the Radio Bureau of the Office of War Information, effective Oct. 1, was issued last Thursday by Elmer Davis, OWI director.

"All plans or proposals for new or continuing series or for individual radio programs developed by or for the national headquarters of the several Government agencies for local stations or networks will be submitted to the Chief of the Radio Bureau, OWI, for clearance," Mr. Davis ordered. Head of the Radio Bureau is W. B. Lewis, former CBS programs vice-president and radio director of the former Office of Facts & Figures, absorbed by OWI upon its creation last June by President Roosevelt.

Four Sections

Titled OWI Regulation No. 2, the order is divided into four parts: (1) New Radio Programs Proposed by Headquarters of Government Agencies; (2) Government Material Supplied by National Headquarters to Established Radio Programs; (3) Government Radio Programs Now on the Air, Produced by or for National Headquarters; (4) Radio Activities of Government Field Offices.

While OWI has been funneling more and more Government program material, confusion has existed over the welter of material received direct from Federal agencies and bureaus. The regulations prescribe in detail the formula to be followed in clearance of all Government programs by stations and networks, eliminate overlapping and duplication, and disturb to a minimum extent normal program schedules.

In identical covering letters to sponsors and advertising agencies and station managers and networks on Sept. 9, Radio Chief Lewis said that the new regulation is established "because radio time is limited" and "to insure uniformity of Government war policy to the end that the public is not confused by overlapping and conflicting statements issued from several sources."

After outlining precise procedure to be followed in the clearing of all new or existing Government programs, whatever their nature, Mr. Davis' regulations ordered that beginning Oct. 1 the Radio Bureau hold conferences with representatives of Federal departments and agencies now broadcasting programs to review their importance to the war effort.

The new regulation follows OWI General Order No. 1, Section 6, issued July 10 after Mr. Davis took over the operations, definitely designating OWI as the Government's program clearance agency.

Locals' Problem

With the spelling out of the radio functions of OWI by Mr. Davis, the work of that organization is vastly increased since it formally becomes the clearing house for all Government programming operations. Mr. Lewis' chief aide is Douglas Meservey, assistant chief of the bureau and former program sales manager of NBC. They originally set up the radio unit of the defunct Office of Facts & Figures.

It is recognized that the problems of local stations in the handling of the welter of Government material are not solved entirely under this new procedure. Mr. Lewis' organization, however, proposes to tackle the whole field in orderly fashion. The bureau is working on a system to improve the Radio War Guide as part of the overall project to simplify, consolidate and coordinate the flow of Government programming, network and local.

It is expected possibly two additional people will be hired by the Radio Bureau for its script branch to assist in the work.

In its review of programs now on the air, both network and local, it is expected the Radio Bureau will weed out those no longer deemed necessary or desirable. By channelling all Government requests for time, irrespective of their nature, through the single agency, scientific handling of the task, looking toward elimination of all save essential operations, is foreseen.

Text of Ruling

The full text of Regulation No. 2 follows:

In accordance with OWI General Order No. 1, Section 6, issued July 10, 1942, all plans or proposals for new or continuing series or for individual radio programs developed by or for the national headquarters of the several Government Agencies for local stations or networks will be submitted to the Chief of the Radio Bureau, OWI, for clearance.

A. *New Radio Programs Proposed by Headquarters of Government Agencies.*

1. Plans for new radio programs will be submitted in writing to the Chief of the Radio Bureau with a complete statement, including

(a) The purpose of the program or series;

(b) The proposed method of presenting the program, whether over a network, through local stations, live or by transcription;

(c) The cost of the program and by whom such costs are to be paid;

(d) The date proposed for release of the individual program together with a copy of the script;

(e) The date proposed for the initiation of a series, the proposed length of the series, and a sample script together with the name of the writer.

2. Programs approved for network use will be submitted by the Office of War Information to the networks for consideration. OWI will promptly inform the sponsoring Government Agency of the disposition made of the proposal.

3. Programs approved for transcriptions will be given a war information priority rating and the use of such programs will be scheduled in accordance with such ratings.

4. After approval of the basic plans, each script in the series, whether live or transcribed shows, will be submitted to the Radio Bureau, OWI, for clearance.

5. Requests for time for a single broadcast by a speaker may be handled directly by the several

Elmer Davis Studies Proposal That He Be Government Voice

URGED by large segments of the public as well as his Government colleagues to return to the air as the Government war spokesman, Elmer Davis, director of the Office of War Information, last Tuesday discussed with officials of all four networks and the trade associations proposals that he broadcast a weekly news analysis on regular schedule. No decision had been reached by Mr. Davis last Friday.

Public Demand

When the former CBS news analyst was drafted last June by President Roosevelt to head OWI, reports immediately cropped up that he would become the official voice of the war-time Government, scheduled weekly on a nationwide network or networks. This report constantly recurred but received no confirmation at OWI headquarters.

With public demand for such a series steadily mounting, and with conflicting arguments advanced concerning the advisability of such an innovation, Mr. Davis called in the network and industry executives for an informal discussion. With Mr. Davis at the Tuesday session were William B. Lewis, former CBS vice-president, now chief of the OWI Radio Bureau, and Douglas Meservey, former NBC program official, now assistant chief of the Radio Bureau.

Attending the conference for the industry were Paul W. Kesten, vice-president and general manager, and Earl H. Gammons, Washington director, for CBS; Frank E. Mullen, vice-president and general manager, and F. M. Russell, Washington vice-president, for NBC; Mark Woods, president, and Kenneth H. Berkeley, Washington director, for the BLUE; Fred Weber, general manager, for MBS; John Shepard 3d, Yankee Network, chairman, and James D. Shouse, WLW-WSAI, Cincinnati, for Broadcasters Victory Council; John E. Fetzer, WKZO, Kalamazoo, chairman of the NAB War Committee; and Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.

Agencies with the networks or stations. In accordance with OWI regulation No. 1 such speeches will continue to be cleared by the Chief of the Bureau of Publications & Graphics of the OWI.

6. The distribution of all radio scripts and transcriptions will be handled by the Radio Bureau of the OWI unless otherwise approved by the Chief of the Radio Bureau of OWI.

B. *Government Material Supplied by National Headquarters to Established Radio Programs*

1. Proposals by Government agencies for the inclusion of official material in established programs, commercial or sustaining, will be submitted to the Radio Bureau, OWI. At the discretion of the Radio Bureau this material will be channelled to the proper outlets. Producers of radio programs seeking specific information or assistance from a Federal Agency, will be referred directly to the information division of the proper agency; OWI shall be informed of the assistance or information supplied.

2. Proposals by private organizations, networks, or sponsors for Federal agency collaboration in developing single programs or series of programs will be cleared with the Radio Bureau, OWI, by the agency concerned.

3. Allocation Plans (for placing Government messages on commercial and sustaining programs) will be continued by the Radio Bureau of OWI.

Conferences Planned

C. *Government Radio Programs Now on the Air, Produced by or for National Headquarters.*

1. All Federal Departments and agencies will submit scripts of all broadcasts to the Radio Bureau, OWI, for clearance.

2. Beginning Oct. 1, the Chief of the Radio Bureau, OWI, will hold conferences with representatives of Federal Departments and agencies now broadcasting programs to review the importance of such programs to the war effort.

D. *Radio Activities of Government Field Offices*

1. Government radio material placed on local stations by or for the field offices of the several agencies will be cleared through the field offices of OWI. *However*, all instructions sent by the national headquarters of the Government agencies to field offices regarding the use of radio will be submitted for clearance to the Radio Bureau, OWI.

2. Proposals originating with field offices for new regional or national network programs or proposals for the inclusion of official material in established regional or national network programs, commercial or sustaining, will be submitted to the information headquarters of the agency concerned for clearance with the Radio Bureau, OWI.

E. *This regulation will become effective on Oct. 1, 1942.*

MILLION DOLLAR SALE of War Bonds to Mrs. Minnie Hiner, for the Grand Guardian of Neighbors of Woodcraft, put KEX, Portland, Ore., as tops after BLUE's *I Pledge America* program. Palmer Hoyt (l), chairman of the Oregon State War Bond staff, and publisher of the *Portland Oregonian* which operates KGW-KEX, accepts Mrs. Hiner's check, while Arden X. Pangborn (r), KEX managing director and Earl Riley, Portland's mayor look on. KEX sold $1,193,345 in Bonds, and received congratulations from Treasury Secretary Morgenthau.

Joint Radio Cooperation Of British-U. S. Praised

THE "splendid cooperation" of British and American broadcasters in their common cause of keeping the armed forces and the civilian populations of both nations informed and entertained was discussed and praised by all the speakers at a dinner given by NBC last Thursday at the Ritz-Carlton Hotel, New York, for Sir Cecil Graves, Joint Director General of the BBC. Event was the sole public appearance of Sir Cecil during his four-week visit to this country to discuss the problems of international broadcasting in wartime with American radio officials and executives.

Maj. Gen. James G. Harbord, U. S. Army (retired), chairman of the RCA Board, presided at the dinner, which was attended by about 150 distinguished guests, representing radio, the press and the armed forces. Speakers, in addition to the guest of honor, included Dr. James Rowland Angell, educational counselor of NBC, Fred Bate. manager of NBC's international shortwave department and previously head of the network's London office; Col. David Sarnoff, RCA president now on duty with the Army Signal Corps, FCC Chairman James Lawrence Fly and Niles Trammell, NBC president.

Recorders Meeting

SEPTEMBER luncheon meeting of the Assn. of Recording Studios, formed in August by a group of 13 independent recording studios, will take place Sept. 21 at the Hotel Edison, New York, according to Hazard Reeves of Reeves Sound Recording Studies, who is serving as temporary president of the association.

BUELL HERMAN, formerly of the sales staff of the Katz Agency and NBC Spot Sales, Chicago, has joined the Chicago staff of Edward Petry & Co., station representatives.

LABOR DAY SPEECH GETS 50.3 RATING

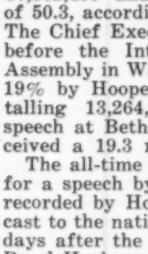
THE SPEECH by President Roosevelt broadcast on all major networks on Labor Day, Sept. 7, drew a listening audience of 37,362,400 and attained a rating of 50.3, according to C. E. Hooper. The Chief Executive's talk Sept. 3 before the International Student Assembly in Washington was rated 19% by Hooper with listeners totalling 13,264,600. His Aug. 31 speech at Bethesda, Maryland, received a 19.3 rating.

The all-time high rating of 79% for a speech by the President was recorded by Hooper for his broadcast to the nation Dec. 9, 1941, two days after the Japanese attack on Pearl Harbor.

Cooperative Analysis of Broadcasting gave the speech a 55.8% rating, covering percentage of set owners.

Bailey Stortz Receives Commission in the Navy

R. BAILEY STORTZ, for the last five years clerk of the Senate Interstate Commerce Committee, has been commissioned a lieutenant (j.g.) in the Naval Reserve and reports Sept. 18 to Dartmouth for a 60-day indoctrination course. Lt. Stortz, it is understood, will be assigned to the War Plans Section of the Office of the Director of Naval Communications, headed by Com. F. O. Willenbucher.



Mr. Stortz

Lt. Stortz, an attorney, was a member of the Montana State Legislature from Rosebud County, 1937-39, also serving as clerk of the Senate Committee, in which all radio and communications legislation originates. He is a graduate of George Washington U.

Dill Is Nominated For Seat in House

Former Senator Is Winner of Primary in the Northwest

RETURN to Congress of Clarence C. Dill, former Washington Senator and co-author of the Radio Act of 1927 and the Communications Act of 1934, was predicted following his victory last week in the Democratic primaries for the House seat from the Fifth District. This district normally is Democratic and Mr. Dill's great popularity is expected to win him the election.

Mr. Dill

Mr. Dill served in the House from the Spokane district during World War I. Subsequently, he served two terms in the Senate, retired in 1934 and has since been engaged in the practice of law both in Spokane and Washington, D. C.

Mr. Dill's Republican opponent in the November elections will be Walt Horan, fruit grower. He defeated State Senator Joseph Drumheller in the primaries.

Mr. Dill served as chairman of the Senate Interstate Commerce Committee, in which radio legislation originates, for several years prior to his retirement from public life. He was active in all matters relating to radio.

Frank T. Bell, former secretary to Mr. Dill and former Commissioner of the U. S. Bureau of Fisheries, was defeated for the Democratic nomination in the Fourth Congressional District.

If elected he will be the second former Senator to serve in the new House. Rep. Wadsworth (R-N.Y.) formerly served as a Senator from New York.

AFM Seeks Raise

PHILADELPHIA Musicians Union, Local 77, in entering negotiations for a new labor contract this month with the independent stations, indicated that it will ask for a $5 per man increase per week. Contracts expire this month with WPEN and WDAS and attempts will be made to set a studio band at WIBG for the first time. The station is to move to Philadelphia from suburban Glenside, Pa., and increasing its operations to 10,000 watts, fulltime.

Blue to Meet

FIRST BLUE business meeting since the network was organized in January will be held Monday, Sept. 14 at the Hotel Roosevelt with Edgar Kobak, executive vice president, presiding. Department heads, vice-presidents and division officials will attend to review BLUE operations of the past months and to discuss future plans.

BOARD of Governors of American Television Society, New York, meeting Sept. 14 to decide future policies and activities of the organization.

XUM

Music Probe to Hear Davis, Arnold, Fly

Federal Court Hearing of Justice Dept. Plea Is Postponed Until Oct. 12

DELAYED by President Roosevelt's mandate that Congressional action be taken promptly on new wartime farm price legislation, the preliminary inquiry into the life and conquests of James C. Petrillo, music czar, gets under way this Thursday (Sept. 17) before the Petrillo Probe Committee, headed by Senator D. Worth Clark (D-Idaho).

Elmer Davis, director of the Office of War Information, who was practically jilted by Petrillo when he sought to have the AFM president call off his bans in the war interest, is scheduled as the first witness before the Senate Interstate Commerce Subcommittee.

Fly, Arnold Next

FCC Chairman James Lawrence Fly, likewise angered over Petrillo's refusal to call off his punitive bans, is scheduled tentatively as the second witness, to appear on Friday. There is also the likelihood that Assistant Attorney General Thurman Arnold, who personally is handling anti-trust proceedings against AFM, will appear as the final preliminary witness on Monday (Sept. 21).

This decision was reached by Senator Clark after it became necessary to postpone the preliminary proceedings scheduled for Sept. 14 because of Mr. Roosevelt's request for action on cost of living legislation, made in a special message to Congress last Monday and followed by a fireside talk over combined networks the same evening. Senators Clark and Tobey (D-N. H.) both are members of the Senate Banking & Currency Committee, which will hold hearings on the bill authored by Senator Brown (D-Mich.), dealing with such legislation.

Simultaneously, it was revealed that the hearing on the Dept. of Justice motion for an injunction against AFM and its members, scheduled for Sept. 16 before the Federal District Court in Chicago, had been postponed until Oct. 12.

AFM asked deferrment because of the absence from the country of its general counsel, Joseph A. Padway, now in London attending a labor conference. Assistant Attorney General Arnold interposed no objection. It was also made clear, however, that the Government would not be disposed to concur in any further postponements on its motion to enjoin AFM from continuing its ban against use of union musicians in the making of recordings and transcriptions for non-public use.

These actions came as Petrillo continued his relentless campaign against public performance of music. There were prompt repercussions to his surprise action of Sept. 3, banning the making of commercial transcriptions for one-time use on the air [BROADCASTING, Sept. 7]. Representatives of advertising agencies, national advertisers and transcription companies, called together by the NAB last week, deprecated the action and studied means by which they could best cooperate with the Dept. of Justice in combating AFM suppression of this type of advertising, in the face of previous commitments by Mr. Petrillo that such recordings would be exempt.

Cincinnati Episode

There came last Wednesday a parallel of the so-called Interlochen incident, which has aroused Congressional and public condemnation, with the announcement by the Cincinnati Conservatory of Music that it has been forced to abandon its regular series of broadcasts because of Petrillo's orders. The school was scheduled to begin its ninth season of concerts on Oct. 1 over CBS. The National Music Camp broadcasts of the high school orchestra from Interlochen were cancelled on NBC after a 12-year run, because of one of Petrillo's earlier decisions. He claims competition with union musicians, resulting in purported unemployment.

Senator Clark said all members of his subcommittee plan to be on hand for the sessions beginning Thursday. Other members in addition to Senator Tobey are Lister Hill (D-Ala.), Senate majority whip, and Charles O. Andrews (D-Fla.) and Chan Gurney (R-S. D.), former operator of WNAX, Yankton.

HAMMER AND CHISEL were used by staff members of WOAI, San Antonio, to remove 45 pounds of zinc and 5 pounds of copper plate from wooden printing blocks. Janice Jarratt, women's news editor, here sorts out the material which was donated to the San Antonio Air Raid Warden Organization, now running a scrap collection campaign to finance defense equipment for air raid wardens.

Following the preliminary hearings designed to show the need for legislation to curb arbitrary labor union actions which deprive the public of morale-building substance in wartime, the Senate Interstate Commerce Committee will be called upon to vote out the Clark Resolution (S-Res-286) introduced on Aug. 27. Favorable Senate action is regarded as certain—probably during the week of Sept. 21.

Strike Avoided

The probe committee then will have funds with which to retain experts and possibly a committee counsel. Among witnesses to be called will be Petrillo himself, it is understood, along with representatives of organizations and industries affected by the Petrillo summary actions.

Another musicians' strike threat was averted last week after AFM had ordered CBS to "pull the plug" on dance band remotes because WCAO, Baltimore, had declined to rehire a staff orchestra because of specific contract provisions guaranteeing it "free flow of music".

Last Wednesday night, CBS fed a studio band to the network because of the AFM edict, but subsequently it developed that L. Waters Milbourne, general manager of WCAO, despite the ironclad terms of his contract, agreed to rehire an orchestra at an increased stipend in order to avoid further retaliation upon the entire network. Thereafter Petrillo withdrew the ban and dance band remotes were picked up Thursday evening.

WCAO entered a contract three years ago containing a clause specifically providing that it could release its staff orchestra if AFM in any manner restricted the free flow of music to the station. With the transcription-record ban, Mr. Milbourne invoked the clause. The orchestra was to have returned Sept. 1 following its summer vacation. When WCAO refused to negotiate, in the light of the protective clause, action was taken through CBS.

NAB Session

Heretofore, WCAO has paid approximately $9,000 annually for an eight-man studio orchestra. The new contract calls for an expenditure of approximately $13,300.

Acting immediately on the Petrillo edict against commercial transcriptions the NAB called together a group of about 24 representatives of transcription companies, advertising agencies and national advertisers last Tuesday afternoon in New York to discuss the effects of the AFM stoppage of sponsored transcribed programs for one-time use which had been effected Sept. 3 [BROADCASTING, Sept. 7].

Meeting was attended by executives of the Assn. of National Advertisers and the American Assn. of Advertising Agencies in addition to representatives of a half-dozen leading advertising agencies and of NBC's Radio-Recording Division, Columbia Recording Corp., Associated Music Publishers, World Broadcasting System and Lang-Worth Feature Programs, all associate members of the NAB. Russell P. Place, NAB counsel, and Sydney M. Kaye, special counsel for the NAB, headed the association's delegation to the session.

Question of how each group affected by the ban on transcribed programs could best cooperate with the Dept. of Justice and the NAB in combating the AFM suppression of this type of advertising was discussed at length, but no official action was taken by the group, except the unanimous adoption of a statement condemning the ruling against single-use transcriptions as "another act of aggression against wartime morale and communications in the United States."

'Who Is Injured?'

Statement released by Mr. Kaye following the meeting, goes on to point out that on July 31 Mr. Petrillo had written to Elmer Davis, director of the Office of War Information, that: "Electrical transcriptions for radio, used as intended—once only—are not detrimental to the American Federation of Musicians if destroyed after such use."

Stating that after granting permission for the continued recording of these programs for a month, Mr. Petrillo suddenly notified all advertisers and transcription companies to whom such permission

(*Continued on page 54*)

DETROIT SCHOOLS Are Officially Opened by WJR Broadcast

RADIO IN EDUCATION will take on added importance in Detroit public schools this year. Warren E. Bow, new superintendent of Detroit schools, used the facilities of WJR, Detroit, to officially open the 101st year of the educational system, talking to teachers assembled at radios throughout the city.

Every school has been equipped with a receiving set, and a radio education program will be regularly featured in the classroom. WJR will feed Columbia's School of the Air to schools, as well as its own educational series.

XUM

Atlantic Reverses Grid Policy, Arranging 53-Station Hookup

Gas Rationing Forces Cut in Schedule But Firm Will Air Eastern Contests for Seventh Year

REVERSING previous plans, Atlantic Refining Co., Philadelphia, has decided to sponsor for the seventh year broadcasts of football games of leading colleges in the northeastern states and in Ohio, Joseph R. Rollins, spokesman for the company announced.

Mr. Rollins

Atlantic's schedule this year will be curtailed, Mr. Rollins explained, in line with marketing conditions in the gasoline rationing area. Instead of a net of 83 stations used last year, this year's plans call for 53 stations covering upward of 13 states.

Early in August, Atlantic announced it had been compelled to drop the football broadcasts because of the gas shortage. The decision was revised, however, and the company has worked out a schedule, still incomplete, which covers a territory north from Baltimore, and east from Cleveland and Columbus.

Harvard Signs

Highlight of the 1942 program is the agreement to broadcast Harvard U games commercially for the first time. The agreement with Harvard means that all schools of the "Big Three" will be included in the Atlantic sports network. Yale and Princeton were broadcast last year, Princeton for the first time.

In metropolitan New York, WOR will handle a composite schedule of Princeton, Yale and Harvard games. Upstate stations will broadcast Cornell, Syracuse and Colgate, the "Big Three" of New York State football.

Boston College, Holy Cross, Brown, Harvard and Yale will be heard in New England.

Plans for Eastern Pennsylvania and Southern New Jersey are still incomplete. Use of 12 stations is contemplated, but contracts have not yet been completed with the colleges. So far a composite schedule of Temple and Villanova games on WIP, Philadelphia, has been approved. No other games or stations have been definitely decided on.

Pitt Included

Eight Western Pennsylvania stations will handle U of Pittsburgh and Penn State College games. Two-station hookup in Ohio will carry Ohio State's schedule, and a three station Maryland net will air Princeton and Navy.

Atlantic's original decision to drop the broadcasts after six years had come as a blow to colleges, already facing a loss in athletic revenues. Atlantic had paid each school from $5,000 to $30,000 for radio rights each season.

Last year's Atlantic schedule, on 83 stations in the company's marketing area from New England to Florida on the Atlantic seaboard and as far west as Ohio, was the largest schedule ever placed by Atlantic. It included games of leading colleges, high schools and professional teams.

Humble Oil to Sponsor Southwest Grid Games

WBAP, Fort Worth, will be one of four Texas Quality Network stations scheduled to air ten or more Southwest Conference and post-season football games under the Humble Oil and Refining Company of Houston sponsorship banner beginning Sept. 26. Other TQN stations will be WFAA, Dallas; KPRC, Houston, and WOAI, San Antonio.

KGKO, Fort Worth-Dallas, will be one of the Lone Star Chain outlets for twelve or more Southwest Conference and post-season football games for Humble, beginning September 26. Other LSC stations will include: KXYZ, Houston; KRIS, Corpus Christi; KTSA, San Antonio, and KRGV, Weslaco.

Franke - Wilkinson - Schiwetz, Houston, is the Humble agency, and Kern Tips, KPRC manager, will serve as schedule co-ordinator.

SENDOFF TO ARMY was given Jack Lester (center), announcer of the BLUE-Chicago, on a recent broadcast of the BLUE *Club Matinee* when Durwood Kirby (holding mike), m. c. of the program supervised Ray Haag (left), the barber, scraping off half of Jack's carefully nursed mustache. The other half was left for the Army to remove because no agreement was reached during the broadcast as to who should pay.

WENR May Carry Two MBS Pro Grid Games

WENR, BLUE outlet in Chicago, will probably carry two of the eight football games between the Army All-Stars and teams of the National Professional League, being broadcast this month on Mutual under sponsorship of Gillette Safety Razor Co., Boston, [BROADCASTING, Aug. 31].

Arrangements for WENR to carry the games have been okayed by Edgar Kobak, BLUE executive vice-president, if WGN, MBS affiliate in Chicago, is unable to broadcast them because of prior commitments. It was not stated which of the scheduled dates for the games were under discussion. Agency is Maxon Inc., New York.

NETWORKS ARRANGE FOOTBALL OPENERS

WITH the start of the collegiate football season on Sept. 26 the networks in most cases have scheduled the games they will broadcast that day. NBC will carry the Notre Dame-Wisconsin game, with Bill Stern, NBC sports director, announcing. The BLUE will inaugurate its season with two games—Fordham vs. Purdue and Minnesota vs. Pittsburgh. Harry Wismer and George Higgins will be at the microphones.

Succeeding weeks' games will be selected the Monday preceding the Saturday contest, according to a policy worked out by Phillips Carlin, BLUE vice-president in charge of programs, with an aim to cover teams most likely to play in the Sugar Bowl at the end of the season, a game already signed by the BLUE.

CBS will cover the Michigan Great Lakes Training Station games, with Ted Husing and Jimmy Dolan chosen to report the various CBS football clashes during the season. Mutual had not yet announced its first game as BROADCASTING went to press.

Nesbitt on Coast

NESBITT FRUIT PRODUCTS, Los Angeles (beverages), having revamped its schedule and shifting stations as well as network time, on Oct. 6 renews for 26 weeks Fulton Lewis Jr. on 11 Mutual-Don Lee Pacific Coast stations (KIO KHSL KWIL KALE KOL KMO KGA KIT KDB KXRO KRKO), Tuesdays, Thursdays, 9:45-10 p.m. (PWT). In addition the firm on Nov. 10 for 21 weeks adds KHJ KFRC KGB to the list. Agency is H. M. Kelso Adv. Agency, Los Angeles.

YANKEE PROMOTES TRAVERS, BARTLEY

ELECTION of Linus Travers as executive vice-president and of Robert T. Bartley as a vice-president of the Yankee Network was announced last week following a meeting of the board of directors.

Mr. Travers, who has been with Yankee since its formation, is well known in both sales and programming and is one of radio's young-

Mr. Travers

Mr. Bartley

est major executives. He has served as chief aide to President John Shepard 3d, and now takes over executive direction of the regional chain.

Mr. Bartley joined Yankee in 1939 as executive secretary to Mr. Shepard. Formerly with the Securities & Exchange Commission, Mr. Bartley also served as director of the telegraph division of the FCC. He also served as an expert with the House Interstate & Foreign Commerce Committee in its holding company investigations.

Authority to Operate 500-kw. Daytime By License Change Is Asked by WLW

IN AN amendment to a pending application to increase its power, WLW, Cincinnati, last week filed with the FCC an application for authority to operate during daylight hours with 500,000 watts, continuing nighttime operation with 50,000 watts.

The previous application, which had been designated for hearing, requested authorization to operate with 650,000 watts fulltime, and to make changes in its transmitter and to install a directional antenna for night use. WLW now operates with 500,000 watts experimentally from midnight until 6 a.m., using the call letters W8XO.

No Conflict

The new application, the FCC was told, would not entail use of a directional antenna, since no interference element is involved during daytime. Moreover, no additional installation would have to be made, utilizing critical materials, since the transmitter already is capable of emitting 500,000 watts.

The request is for a modification of license, instead of a construction permit, which would authorize use of the W8XO transmitter during daytime on the 750 kc. clear channel. Thus, it is held, the service area of WLW would be increased without any use of critical materials and without causing interference.

"It is believed that a grant of this requested modification of license," said the letter covering the amended application, "will in no way conflict with the Commission's policy as announced in the memorandum opinion of April 27, since it involves no construction, but only the use of equipment which has been used and is now being used by Station W8XO in the experimental period 12 midnight to 6 a.m."

The Commission also was asked to waive or make exception to its Rule 3.22A, establishing 50,000 watts maximum permissible power, and to any other pertinent sections of its rules as is necessary to permit WLW to operate with the 10-fold increase in power during daytime hours.

XUM

TEAMWORK *Does the Job!*

Yes, in all things it takes perfect teamwork to do an outstanding job. That's why you should take advantage of the perfect teamwork of the BLUE NETWORK and WCBM to do your job in Baltimore. Together they form the most potent combination in the rich Baltimore area.

BLUE WCBM NETWORK

WCBM

BALTIMORE'S BLUE NETWORK OUTLET

John Elmer, *President*

National Representatives:
SPOT SALES, INC.
New York — Chicago — San Francisco

George H. Roeder, *General Manager*

Commercial Vehicle License Required Under ODT Decision

No Gasoline, Tires or Parts Can Be Purchased Without Certificate; Motorcycles Exempted

UNIVERSAL licensing of commercial vehicles excepting motorcycles to attain further conservation of such equipment was announced Sept. 9 under General Order ODT 21 by Joseph B. Eastman, director of the Office of Defense Transportation. As a result of this far-reaching regulation, effective Nov. 15, every commercial vehicle used by broadcasters will be required to carry a Certificate of War Necessity.

ODT spokesmen explained the applications would be mailed to owners of all registered commercial vehicles which were registered Dec. 31, 1941. The plan now calls for mailing these applications by counties to rationed areas first and then to the non-gas-rationed areas. When the national mailing is finished an announcement will be made and all those commercial vehicle owners who have not been supplied with application forms by then will be instructed on the procedure in obtaining their forms.

Terms of Licenses

Certificates will not be transferable since each certificate will specify the name and address of the person to whom it was issued, the vehicle or vehicles covered, the purposes for which and the conditions under which the vehicles may be operated, and such other terms or conditions as ODT may direct from time to time.

Under the order, no operator subject to its terms will be able to obtain gasoline, tires or parts without a certificate. Futhermore, the certificates will govern the maximum mileage that may be operated or the minimum loads that may be carried, or both, by all vehicles to which they are issued.

By definition the order applies to all types of trucks and other rubber-tired vehicles propelled or drawn by mechanical power and built or rebuilt primarily for the purposes of transporting property, except motorcycles, and all motor vehicles used in the transportation of passengers or which are available for public rental, including ambulances and hearses, but not including private passenger cars.

In making public this licensing program, Mr. Eastman said the country's present supply of commercial vehicles and tires "must be given the best possible care; they must be driven with equal care, and every mile of unnecessary travel must cease. The situation is not hopeless," he added, "but it calls for all possible precautions."

The certificates are intended to assure three things ODT spokesmen said: Operations be confined to those which are necessary to the war effort or to the essential domestic economy; maximum utilization of the equipment involved and to encourage provident use of rubber or rubber substitutes and other critical materials used in the manufacture, maintenance and operation of all vehicles covered by the order.

When a certificate is issued to a specific vehicle it will have to be carried on the vehicle at all times. Where a certificate is issued for a fleet of vehicles (three or more owned or operated by one person), a fleet unit certificate must be carried on each vehicle.

Must Show Licenses

Unless authorized by rationing regulations of the Office of Price Administration or other rationing agency, no person may furnish gasoline, parts, tires or tubes to any operator affected by the order after Nov. 15 unless the operator or driver presents a certificate or signs a receipt, showing the number of the certificate covering purchase.

Under an arrangement between ODT and OPA, instruments authorizing purchase of fuel, tires and tubes will be issued only to operators presenting certificates. Gasoline and accessories will be rationed by OPA rationing boards in accordance with the terms of the certificates.

The order also provides that the tires of every vehicle affected by the order must be checked at inspection agencies designated by the OPA every 5,000 miles or at the end of each 60-day period, whichever occurs first.

The order also prohibits the continued use of any vehicle thus inspected unless the inspection agency designated by OPA has certified that all reasonable adjustments, repairs or replacements "necessary to conserve and providently utilize" the vehicle's tires have been made. The order further provides for exemption of operators unable, under rationing regulations, to make such repairs.

All owners and operators affected by the order must keep a weekly record of all operations on a form prescribed on the back of ODT certificates and must also keep any other records and render such reports as may be required by ODT.

Marlin to Return

MARLIN FIREARMS Co., New York, which has been conducting an intensive campaign of spot announcements and participations on a number of stations, is cancelling some of the schedule during September because of current difficulty in obtaining certain steel products for its razor blades. According to the agency, Craven & Hedrick, New York, the campaign will be resumed later in October.

WITH THIS TRANSACTION, WEEI, Boston, became the property, lock, stock and barrel, of CBS. James V. Tones (1), president of the Boston Edison Co., is presenting the bill of sale to Harold E. Fellows, general manager. While the price was not disclosed, it was understood to be in the neighborhood of $500,000. Effective Aug. 31, WEEI became an owned and operated station of CBS. Prior to that time it was owned by Boston Edison and leased to CBS [BROADCASTING, Aug. 24].

PUBLISHING POST GIVEN ETHRIDGE

MARK ETHRIDGE, former NAB president and since 1936 vice-president and general manager of the *Courier-Journal* and *Louisville Times*, last week was named publisher of the two newspapers in addition to his duties as executive head of WHAS.

Mr. Ethridge succeeds Lt. Barry Bingham, president of the publishing companies and the 50,000-watt station, who is now on active duty with the Navy in London. Lt. Bingham has been listed as publisher since the death of his father, the former ambassador to Great Britain, several years ago.

Mrs. Barry Bingham was named vice-president and director of the company. Mr. Ethridge, who in recent years has been active in radio as well as in the publishing field, was interim president of the NAB in 1938, serving until Neville Miller became the NAB's first paid president. Before joining the Louisville organization in 1936, he was publisher of the *Richmond Times-Dispatch*. Prior to that he was with the *Washington Post* and the *Consolidated Press Assn.* In addition to his title as publisher, Mr. Ethridge remains as vice-president of the Louisville properties.

LaRosa in East

V. LAROSA & SON, New York, will use women's participation programs on stations in several eastern markets for its macaroni products, starting Oct. 2 and continuing through Lent of next year. No further details are available at present. Advertiser has previously used Italian operatic music on four or five stations in the eastern area. Agency is M. H. Hackett Inc., New York.

GROCERY Manufacturers of America will hold its fall meeting at the Waldorf-Astoria, New York, Nov. 18-20, at which wartime problems confronting the food industry will be discussed.

NAB Board Plans Unity Discussions

Chicago Meeting to Consider Industry Controversies

INDUSTRY unity and settlement of controversies which have caused a schism in broadcasters' ranks will keynote the NAB board meeting tentatively called by President Neville Miller in Chicago Sept. 24-25, at the Palmer House.

The meeting may be postponed a week until Oct. 1-2, if it tends to interfere with projected hearings before the Senate Petrillo Probe Committee on the resolution of Senator Clark (D-Idaho).

With many pressing problems confronting the industry due to wartime exigencies, a number of directors have been asked by their district constituents to seek restoration of harmony in industry circles. Operations of several separate trade groups organized because of dissatisfaction with the NAB, it was pointed out, have caused a number of stations to refrain from joining any trade group because of doubt about the future of such organizations.

Efforts will be made, it was indicated, to unite all groups under the NAB aegis, possibly with the appointment of a strong committee, with broad powers, to handle all matters relating to the war in Washington.

Preparatory to the board session President Miller called a meeting last Friday of the public relations committee, of which he is chairman. The group considered plans for evolving a national public relations policy for the industry.

Present were Frank King, WMBR, Jacksonville, chairman of the NAB Finance Committee; Richard H. Mason, WPTF, Raleigh; Gilmore N. Nunn, WLAP, Lexington, Ky.; Edgar H. Twamley, WBEN, Buffalo. Leslie Joy, KYW, Philadelphia, and Walter J. Brown, WSPA-WORD, Spartanburg, were not able to attend.

At a luncheon the committee met with J. Harold Ryan, assistant director of censorship for radio; Lt. Col. E. M. Kirby, chief, Radio Branch, War Dept.; Gene Carr, Mr. Ryan's assistant, and E. H. Gammons, Washington director for CBS.

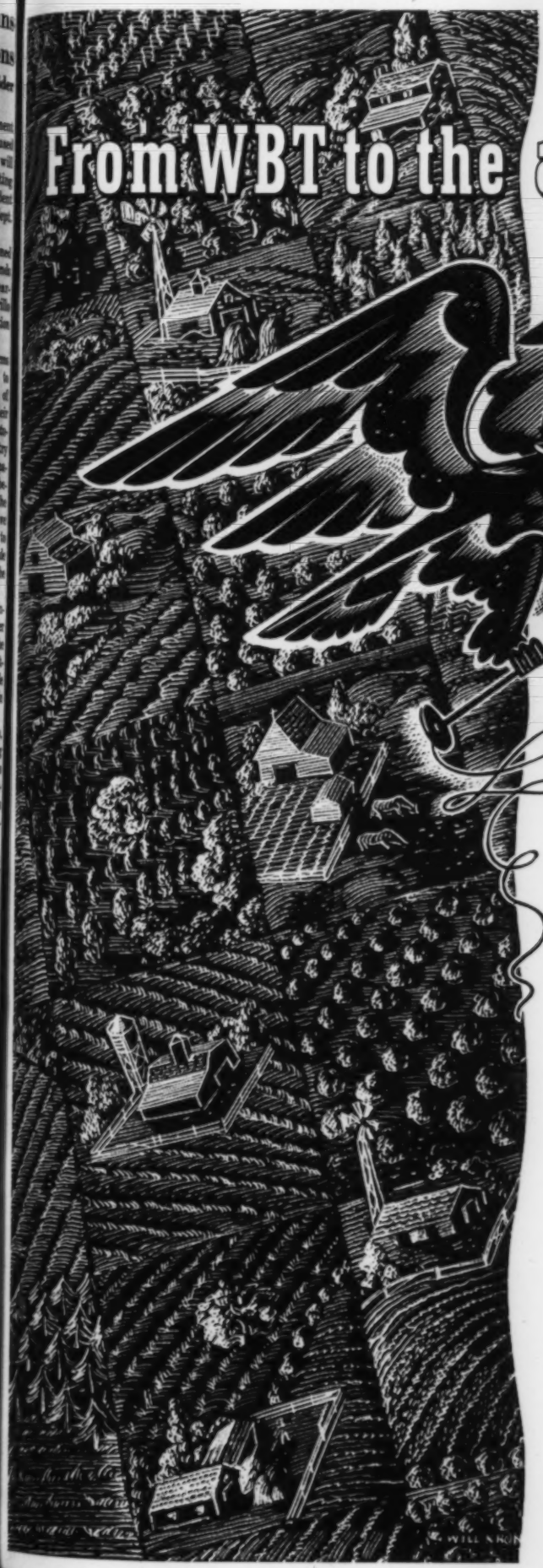
Hollinger Heads KDB

FIN HOLLINGER has been appointed general manager of KDB, Don Lee station at Santa Barbara, Cal., replacing Daniel J. Donnelly, who has been promoted to assistant general manager of KFRC, San Francisco. Mr. Hollinger started as a sports announcer-writer in Toronto, and worked for several Canadian stations before joining WHLD, Niagara Falls, N. Y., in 1940 as commercial manager. He has been with Don Lee since December 1941.

Mr. Hollinger

XUM

From WBT to the army – 24,385 farms



The 6th Army Corps needed permits from Carolina farmers to conduct field maneuvers across the farmlands of 17 Carolina counties. They brought the problem to WBT and asked us to lend a hand. We didn't consider this request any more unusual than the scores of other chores WBT has been asked to do—from blowing bugle calls for scattered army units to finding week-end homes for visiting soldiers. So we scheduled announcements on the Grady Cole Alarm Clock...and got results!

Permits for the use of 24,385 individual farms—a total of 2,940,732 acres—came rolling in to Army headquarters ...and Major F.W. Kells wrote WBT, expressing the Army's thanks. *WBT helped accomplish one hundred percent of what the Army wanted.*

Of course, patriotism was a big force behind this response. But—human nature being what it is—patriotism is sometimes a matter of intent rather than action. In the great Carolina market which revolves about Charlotte, WBT *gets* action—because for 20 years we have fostered one of the strongest station-listener relationships in the nation.

That's why so many advertisers stay so many years at WBT. We'd like to furnish details.

WBT **CHARLOTTE · 50,000 WATTS**

THE STATION AN AUDIENCE BUILT

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales with offices located in New York, Chicago, Los Angeles, St. Louis, San Francisco

Vinylite Supply Hinges on Military

WPB Urges Salvage On Federal, Industry Users Alike

ALTHOUGH there were no allocations of Vinylite for use in the production of civilian transcriptions for Septmber, WPB officials say this is not to be taken as indication of policy on all future allocations. All allocations of the substance are governed by the extent of military demands for the material is vital in the production of synthetic rubber materials used in raincoats, life rafts and the like.

Government needs have been cared for to a certain extent and the importance of various agencies' demands will govern the allocation of Vinylite to them. Thus far, the Treasury and the War and Navy Depts. have been assured of their needed supply. OWI will likely receive enough to maintain its operations but formal action has been withheld awaiting a full statement of its needs.

Other Governmnt agencies which use transcriptions are the Coordinator of Inter-American Affairs Federal Security Agency, Dept. of Interior, Marine Corps, Maritime Commission, Office of Civilian Defense.

Reclamation through the salvage of all old records provides the keynote of continued operation for both private and Government needs alike, one WPB official observed. Although Vinylite reclamation has been variously estimated at 40% to 90% there is not yet any satisfactory figure available according to WPB.

Rumors that the Government may severely curtail or perhaps cut off entirely the allocation of Vinylite for civilian use were current in New York last week, but they were received calmly by most transcription manufacturers. Admitting that it added to the already appreciable difficulties of operation, executives of such companies queried by BROADCASTING unanimously said that in times like these Government needs unquestionably come first and expressed complete willingness to subordinate their own needs to those of the Government.

K. R. Smith, vice-president and general manager of Muzak Transcriptions, which makes the pressings of programs recorded by Associated Music Publishers and other clients, in addition to its own programs, said if stations using transcriptions will cooperate with the pressing companies by returning all records as soon as they have been used, a critical shortage of Vinylite may be postponed for at least six or eight months and perhaps for considerably longer.

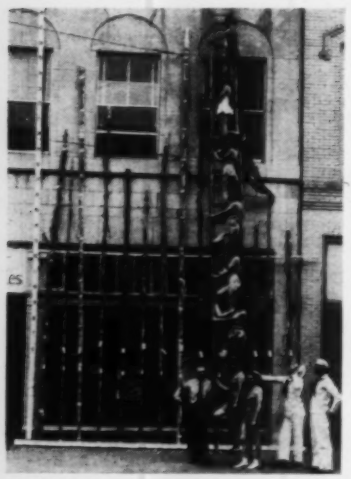
He said that these old discs can be reprocessed, with a recovery of approximately 90% of the original material. The chief loss, he explained, is the centers over which the labels are pasted, as it has proved extremely difficult to separate the paper from the record and more practicable to cut out the center and reprocess the rest of the record.

Returns Asked

Mr. Smith said his company is asking all of its clients to request every station on their lists to return all records to them. He added that he is also suggesting that each recording company set up a file to show the response of each station and that they discontinue service to any station not giving complete cooperation.

World Broadcasting System has had such a plan in operation for years, that company stated, explaining that World holds title to all of its records which are labelled to that effect and that they pay return express charges on the records. To facilitate this return they have the express company make periodic calls on the stations using their recordings to pick up used discs.

Columbia Recording Corp. is also requesting the return of its pressings, working through the advertising agencies placing the transcription campaigns. NBC Radio-Recording Division has as yet made no particular effort to get back old discs, but it will undoubtedly do so if they become an important source of supply.



BEAUTIES BOTH, corn and cuties displayed with Don Radda, Washington, Ia., farmer (left), who won the B. J. Palmer trophy offered by WHO, Des Moines, for the tallest corn. This year Mr. Radda's skyduster of 26 ft. 10 in. was the tallest stalk and broke the previous world mark by 3 ft. 7½ in., according to the station. In addition to the trophy, the winner received a $100 check from the Central Broadcasting Co. The girls had nothing to do with the corn but they give the picture glamor, as craning gobs.

CAPT. REDMAN GIVEN FAREWELL BANQUET

PREPARATORY to his departure for sea duty Sept. 15, Capt. Joseph R. Redman, Director of Naval Communications, was tendered a testimonial dinner Sept. 5 by some 50 high-ranking communications officers of the Navy. He is being succeeded by Capt. Carl F. Holden, now on the staff of Admiral E. J. King, Commander-in-Chief of the U. S. Fleet and Chief of Naval Operations, as fleet communications officer.

High tribute was paid Capt. Redman for his work both as Director of Naval Communications and, before Pearl Harbor, as assistant director. He has served as a member of the Board of War Communications as the Navy Department's representative and also will be succeeded in that assignment by Capt. Holden.

Toastmaster at the testimonial dinner was Comdr. F. O. Willenbucher, chief of the War Plans Section of the communications office. Among those who spoke were Col. Frank W. Wozencraft, Signal Corps, former chief counsel of RCA; Capt. J. V. Murphy, who represents the Navy on the Signal Corps' Communications Coordination Division's Military Advisory Board, and Capt. A. I. Price, in charge of aviation communications in Naval Communications.

W. K. BUCKLEY Ltd., Toronto (proprietary), on Nov. 1 starts transcribed spot announcements twice daily on 40 Canadian stations, and quarter-hour live shows weekly on a number of stations. Account is placed by Walsh Adv. Co. Ltd., Toronto.

BIGGEST DEAL

WNBC Salesmen Concentrate On War Bond Sales

WITH practically all choice radio time on WNBC, Hartford. Conn., sold out, the sales staff is devoting most of its time to bond sales.

Richard W. Davis, general manager of the station has put the staff to work combing Hartford and nearby cities for bond buyers, in addition to following up leads resulting from WNBC's participaton in BLUE's seven-hour *I Pledge America* show.

"It is more important at this time to work for Uncle Sam," Mr. Davis says, "than to add a commercial program or two to the station's business. WNBC sales staff members are out morning and night getting pledges and actual cash which will buy the tools to beat the Axis."

Sues Skelton

ALLEGING breach of managerial contract and asking $120,000 from Red Skelton, Hollywood radio-film comedian, Thomas J. Kennedy, New York business agent, filed suit in Los Angeles Federal Court Sept. 8. Skelton according to plaintiff's attorneys, has two contractual agreements. One is with William Morris Agency Inc., talent service, to act as his agent, and an antecedent pact with Kennedy as general manager. The $120,000 asked, according to the plaintiff, represents money Skelton will earn under his present radio as well as picture contract with MGM.

REWARD WAS COMING to Charles E. Morin (seated), CBS San Francisco sales manager, and he gets it from Art Kemp, CBS Pacific Coast sales manager. Kemp offered Morin a prize if he could double CBS 1941 sales figures. Morin doubled, in fact almost trebled, the figure, so Kemp gave him a double pen set.

New Series Begun By Campbell Soup

'Digest' Program on 66 CBS Stations Promotes Products

CAMPBELL SOUP Co., Camden, will start a program based on material appearing in the *Readers' Digest* on 65 CBS stations, in the Sunday 9-9:30 p.m. period starting Sept. 13. Titled *Radio Readers Digest*, the series will be produced by Transamerican Broadcasting & Television Corp., New York, and will advertise Campbell soups.

Format of the program will vary according to the type of *Digest* material at hand. Music, dramatizations or straight reading will be used. Conrad Nagel, stage and screen actor, will serve as leading narrator.

Staff Named

Henry Heyward will direct the series, assisted by William Rousseau and Robert Nolan, while William Spier, CBS producer-director, will direct. Scripting will be done by various members of the Transamerican script staff.

Campbell Soup continues as sponso of *Amos 'n' Andy* on CBS, having permanently discontinued *Bob Burns Show* with the June 9 broadcast. Agency for Campbell is Ward Wheelock Co., Philadelphia.

Toothpaste Spots

J. C. ENO LTD., New York (Macleans toothpaste), through Atherton & Currier, that city, on Sept. 29 starts sponsoring the twice-weekly quarter-hour *Hollywood Whispers* with George Fisher, commentator, on 2 CBS California stations (KNX KQW), Tuesdays, Thursdays, 5:15-5:30 p.m. (PWT). Contract is for 52 weeks. With opening of new markets other West Coast stations will be added to the list. Firm on Sept. 28 also starts thrice-weekly participation in *Sunrise Salute* on KNX, with a similar schedule on KQW, utilizing the *Housewives Protective League* program.

XUM

MORE LOCAL AND NATIONAL SPOT BUSINESS... than all other major Chicago stations

COMBINED!

★ *100.0%=Total local and national spot time on Chicago 50,000 watt stations*

WGN CARRIES MORE LOCAL AND NATIONAL SPOT BUSINESS THAN ALL OTHER 50,000 WATT CHICAGO STATIONS COMBINED

Equally important is the fact that ***WGN also carries more total commercial hours per week (local, national spot, and network) than any other 50,000 watt station in Chicago!***

EASTERN SALES OFFICE:
220 E. 42nd Street
New York, N.Y.

PAUL H. RAYMER CO.
Los Angeles, Cal.
San Francisco, Cal.

A Clear Channel Station

50,000 Watts *720 Kilocycles*

WGN

MUTUAL BROADCASTING SYSTEM

175 Words Per Minute Best for News

University Test Reveals Speed Preferred By Audience

THE NEWSCASTER who wonders whether he speaks too fast or too slowly for maximum effectiveness may gain some enlightenment in the results of rate tests recently completed at Indiana University.

An experiment conducted by Prof. Paul H. Wagner, of the staff of the Dept. of Journalism, with 600 students revealed that although there may be no perfect rate of newscasting, a newscaster can speak too fast or too slowly for the best results in terms of the amount of information retained by the listener.

A speaking rate of approximately 175 words a minute was found to be the most satisfactory whereas rates of 140 words a minute and 200 words a minute were too slow or too fast for maximum results.

Recorded Voices

The experiment was part of a study concerned with the whole problem of newscast efficiency and effectiveness in terms of the attributes of speech and their relation to retention. The students were carefully selected so as to represent an accurate cross section of the student body and as such could be said to represent an audience in the 18 to 22 years-of-age bracket.

Prof. Wagner has specialized in radio journalism for the past several years and teaches courses in radio at the University. He is author of the textbook, *Radio Journalism*, which is used at Indiana and in several other colleges.

At the 174-word rate the students lost a little more than one-fourth of the basic facts in the newscast used in the eyperiment. At the 140-word rate retention was approximately 70% and at the 200-word rate less than 65%.

The procedure of the test was simple. A news story of approximately 350 words was recorded with the announcer reading it at rates of 140, 174 and 200 words a minute. The newscast was then played to the selected groups of students and they were asked to answer 10 simple questions on the content of the newscast. The students heard the newscast only once at one rate only.

Average Rate

Results showed the highest average score of 72.640 at the 175-word rate. The average score was 71.958 at the slow rate and only 64.989 at the fast rate.

On the basis of the slight spread of .692 between the slow and medium rate, it does not seem safe to conclude that the slow rate was more effective than the medium rate. The difference of 7.651 between the medium rate and the fast rate, however, seems to indicate conclusively that too fast a rate of speaking in newscasting reduces the effectiveness, or at least the amount of information a listener retains.

Inasmuch as the 175-word rate is approximately the average rate of speaking used by newscasters it is not surprising to find that to be the most effective rate. However, there are many newscasters today who read at a much faster rate than 175 words a minute, some as high as 200 words a minute.

The scores of the study were:

Rate	*Women*	*Men*	*Combined Mean Score*
Slow	71.354	72.209	71.958
Medium	70.739	73.956	72.640
Fast	61.622	66.098	64.989

Using only the medium rate as a basis, the study showed some interesting, if not conclusive, data about the effectiveness of the newscast.

The students, for example, made an average score of only 72.640 which means that more than one-fourth of the information contained in this simple newscast was not retained. And at the fast rate this efficiency rating drops to 64.989, a loss of not quite two-fifths of the information.

Women scored lower averages than the men students in all three rate categories, their medium average score being 70.739 as against 73.956 for the men, a difference of over three points.

Generally speaking, the scores were higher in the upper classes than the lower. For example, the senior men scored 74.333 and the senior women 71.388 as against 73.645 for the sophomore men and 68.75 for the sophomore women.

Averages by classes were: Freshmen, 69.821; sophomores, 71.687; juniors, 74,093; seniors, 73,228.

Students who took the tests in the morning scored considerably higher average scores than those who took the tests in the afternoon. The averages were 74.09 in the morning and 69.64 in the afternoon.

NEW IDEAS FOR UNCLE SAM

Radio Uses Own Schemes, Joins With Other Media

To Make the Nation War Bond Conscious

PROMOTION minded radio men continued to uncover new ideas to help Uncle Sam finance the war last week, as station executives and artists all over the country sought to keep the country War Bond conscious.

In many cities, local radio stations have actively supported the motion picture industry's touring stars, publicizing and participating in their rallies. Paul Drenner, staff man of WAAT, m. ceed. the meeting at Newark's Military Park where Hedy Lamarr, Judy Canova, and Teddy Powell's orchestra drew a crowd that bought $3,346,000 worth of bonds. The entire program was broadcast over WAAT.

When Greer Garson, Hedy Lamarr, and Anne Rutherford visited Albuquerque, N. M., KGGM set up its mike at the railroad station to spread word that the stars were in town for a bond rally. In 20 minutes, Albuquerque pledged $200,000. In Fredericksburg, Va., Bill Seth, manager of WFVA was chairman of the committee for the rally where Greer Garson appeared. WFVA has been broadcasting a program *Any Bonds Today* daily since December 8.

Radio's Own Job

KXOK, St. Louis assisted the local motion picture council by donating the services of Stan Daugherty, the KXOK Orchestra, the KXOK Sextette, and other staff members for the rally presenting Edward Arnold and Frances Dee at Municipal Auditorium where box seats went for as high as $5,000.

In addition to cooperation with other media, radio has maintained a steady campaign of its own. For instance, WMCA, New York, is stimulating sales by awarding two original oil paintings of Betty Grable by Petty and Varga to the family buying the most bonds in September.

Arch McDonald, sports commentator of WJSV, Washington, has sold a quarter-million dollars in bonds on his program, and is now on his second quarter-million. On the second anniversary of WBRW, Welch, W. Va., all station advertisers contributed commercial periods for sale of War Bonds and War Savings Stamps.

'Feud' Raises $86,000

Final returns on BLUE's *I Pledge America* are summarized in a folder the network is distributing. Seven hours of entertainment that painted a picture with song and drama, of fighting America, raised $10,303,369. The first hour and a half brought $3,000,000, and money poured in all evening.

A "Victory Booth", replica of a sandbag dugout, has been set up in Columbus, Ga., with popular young vocalist Sue Lauderdale on duty. Buyers may shoot an electric eye gun for each stamp or bond. Two other WRBL entertainers, Jack Gibney and John Clarke have raised $107,000 on their program.

"Feud" between the "Smithereens" and "Ellisites", two teams of staff members at KMBC, Kansas City, gathered $86,275 in 18 days. Four special *Feud for Victory* broadcasts, and individual appeals marked the campaign.

Army jeep, carrying Col. Black, commander of the Technical Air School near Amarillo, Tex., delivered the first bond sold by KFDA. Station recently opened its drive with a 45-minute program. Show will continue weekly, together with spot announcements.

Rally at Polk Gulch, Sacramento Street between Polk and Van Ness, San Francisco, sold $40,000 for the KGO Bondwagon. Goods donated by Polk street merchants were auctioned off for Bonds, and KGO artists entertained.

'Air Armada'

As a novel way to show results of its war bond selling campaign, WMCA, New York, is building an "air armada" in its studios ship by ship Thursday evenings on a special program titled *WMCA Bond Wagon*. As bond purchases are phoned in, a "ship" is constructed piece by piece and when the air armada is complete, WMCA plans to start a three-ocean navy. On the inaugural program, WMCA built a $50,000 pursuit ship, fully armed, in exactly 57½ minutes.

WHOM, Jersey City, which had originally set a goal of $100,000 worth of bond sales by December 15, has been so successful in its first two weeks by selling bonds to the tune of $75,000 in cash that it has raised its "bond sights" to a quarter of a million.

Mutual reports that its affiliates so far are selling the largest amount of bonds through the use of sports broadcasts, KWK, St. Louis, having totalled $100,000 worth directly through its coverage of baseball games. A "Court of Honor" show conceived by WGR and WKBW, Buffalo, has received official praise from the Treasury and from Lord Mountbatten, leader of the British Commandos. Bond and stamp salesmen, referred to as "Commandos", are recruited from the city's juvenile organizations, with each child given military rank dependent on his sales score. To date they have turned in $78,000 in cash.

More than $6,000 has been accounted for on the five times week half-hour *Bond Booster* program on WENY, Mutual outlet in Elmira, which gives credit on the show to 14 sponsors but does not advertise any product.

CKWS on the Air

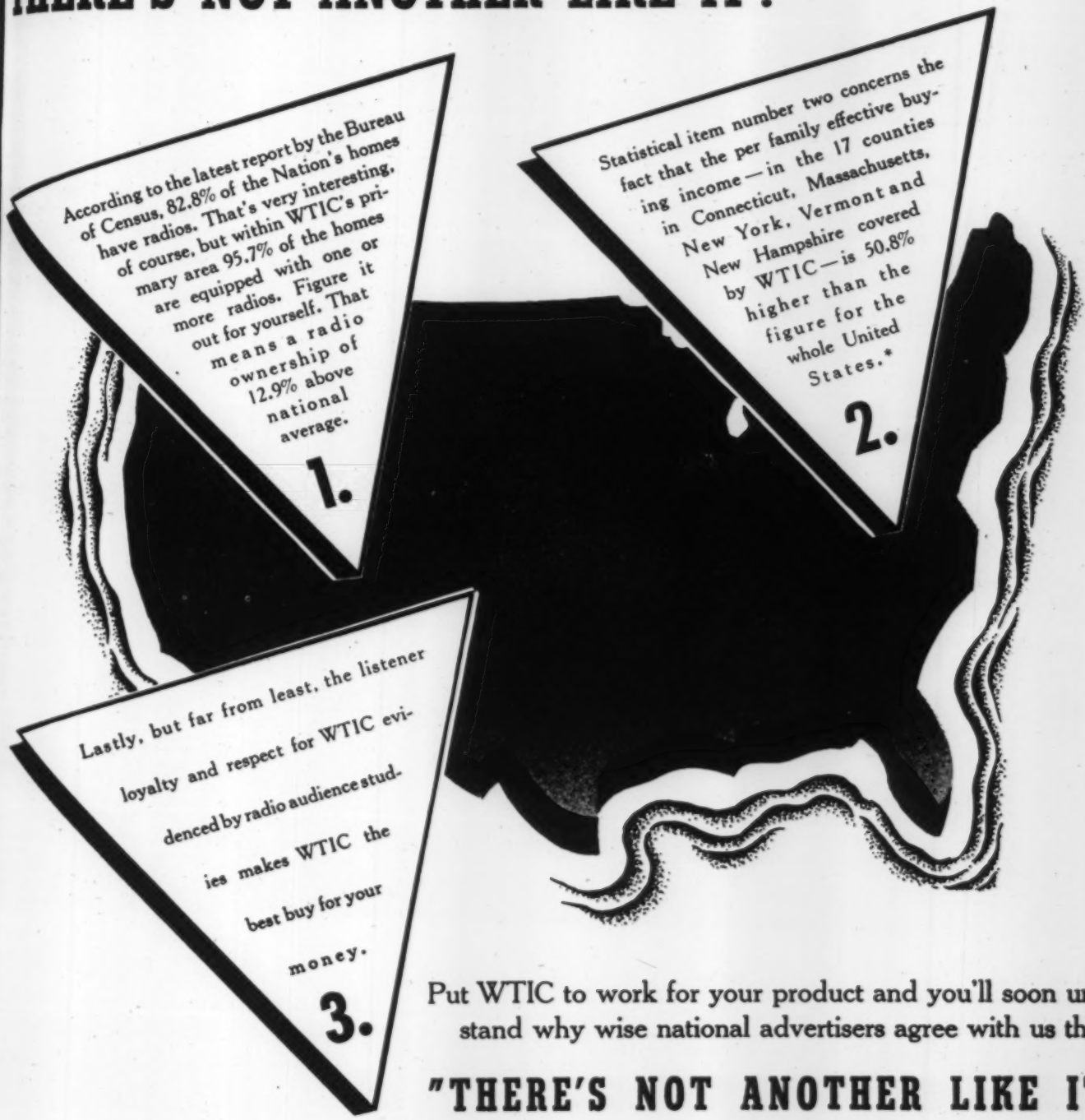
CKWS, Kingston, Ont., went on the air officially Aug. 31, at 7 p.m. Guest speakers on the inaugural broadcast included Dr. Gladstone Murray, general manager of CBC, W. Rupert Davies, president of the Allied Broadcasting Corp., Glen Bannerman, president of the CAB, and Dr. A. Frigon, assistant general manager of CBC, as well as public officials. Station has complete modern studios and business offices in the Whig-Standard Bldg., Kingston. Transmitting equipment is housed south of the city.

MAURICE ENGLISH, chief of the editorial department of NBC's International Division, is the author of an article to appear in the October issue of *Free World* magazine under the title "The Coming European Civil War."

XUM

We mean it when we say

"THERE'S NOT ANOTHER LIKE IT!"


According to the latest report by the Bureau of Census, 82.8% of the Nation's homes have radios. That's very interesting, of course, but within WTIC's primary area 95.7% of the homes are equipped with one or more radios. Figure it out for yourself. That means a radio ownership of 12.9% above national average.
1.
Statistical item number two concerns the fact that the per family effective buying income — in the 17 counties in Connecticut, Massachusetts, New York, Vermont and New Hampshire covered by WTIC — is 50.8% higher than the figure for the whole United States.*
2.
Lastly, but far from least, the listener loyalty and respect for WTIC evidenced by radio audience studies makes WTIC the best buy for your money.
3.

Put WTIC to work for your product and you'll soon understand why wise national advertisers agree with us that

"THERE'S NOT ANOTHER LIKE IT!"

* *Sales Management*, April 10, 1942

WTIC
US
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC Network

Representative: WEED & COMPANY

New York · Chicago · Detroit · San Francisco · Los Angeles

WPB Likely to Exert Control Over Electronic Devices Soon

Action on WPB War Proposals Expected Shortly With Chairman Fly's Return to Capital

RIGID CONTROL of the flow of electronic devices to essential uses is expected this week as the result of a WPB order which will insure the continued operation in part of radio and communications including broadcasting, without curtailing production except as it affects the manufacture of such non-essential commodities as blackout devices.

When the new order takes effect it was indicated that electronic equipment will not be manufactured or sold except on rated orders of A-3 or higher. While the regulation will likely affect manufacturers almost immediately, distributors will probably be allowed to dispose of stocks on hand. In addition it appeared likely that manufacturers would be allowed to anticipate rated orders for 45 days to come and thus insure minimum production runs.

The order will be far-reaching, it was said, encompassing transmission as well as receiving equipment. Through this order the WPB will have complete control of the many critical materials essential to the manufacture of electronic devices.

Fly On Job

Since BWC-FCC Chairman James Lawrence Fly only returned to his desk last Friday from an extended business trip there was no word forthcoming on the BWC tube survey nor any indication of planned action on WPB's proposals for wartime operation. It did seem likely, however, that action would come in the near future since WPB is anxious to establish wartime standards of operation to conserve components and tubes.

Overall needs and simplification occupied the attention of the Receiver Type Vacuum Tube Industry Advisory Committee meeting in Washington Sept. 9 with Frank H. McIntosh, chief of the civilian radio section of the Radio and Radar Branch, as Government presiding officer.

Efficient ways of producing tubes were also discussed and new facilities weighed. Some progress was reported in the plan to divide production among available plants — some turning out only civilian tubes and the rest devoted to military orders. There still remains one obvious obstacle to this program in the OPA Maximum Price Regulations. Manufacturers contend they have experienced a rising curve of operating costs which would make it unprofitable to devote their total production capacities to civilian production. Unless the OPA regulations are changed this factor may remain a barrier, it was said. The difficulty, it was pointed out, exists in the fact that the radio receiving set tubes are categorized under Durable Goods regulations while the industrial tubes are under the control of Machinery regulations.

An effort is also being made, it was reported, to balance inventories of distributors and individual dealers. Another aspect of the problem was viewed in the increasing need for simplification and standardization. Every effort is being made to have discarded tube types covered by interchangeable tubes.

Progress was reported by the industry representatives in their conservation of material by requiring an old tube for each new tube purchased. Although this practice has not yet become universal many manufacturers are requiring this measure.

One report has it that many radio receiving sets would be out of use within 13 months unless provision is made for continued supply of materials. In answer to this, WPB officials maintain that every effort is being exerted to maintain the industry and the likelihood of such a statistical possibility is nil.

Furthermore, it was pointed out that no station's needs have been overlooked where the need was essential and complete stabilization for wartime operation only awaits action by the FCC.

NEGOTIATIONS having been completed, trio consisting of (l to r) Edward Codel, general manager of the Atlantic Coast Network; Edward J. Rosenwald, advertising manager of Plough Inc., Memphis, and Clarke R. Brown, radio director of Lake-Spiro-Shurman, agency of the same city, get down to the serious business of getting signatures on the dotted line.

March Renamed to FTC

FREDERICK H. MARCH, a member of the Federal Trade Commission since 1929, was unanimously confirmed for his third consecutive seven-year term by the Senate last Thursday. He is a native of Litchfield, Minn., and is one of the two Republican members of the Commission. He served as chairman in 1933-36 and 1941.

Willard to Use 100

WILLARD TABLET Co., Chicago (proprietaries), is completing plans for fall promotion of its vitamin products with newscasts, local live programs and announcements on over 100 stations. Schedule of stations is to be announced in about ten days. Agency is First United Broadcasters, Chicago.

1898 Paul H. La Stayo 1942

FOLLOWING a year's illness, Paul H. La Stayo, president and general manager of WAAT, Newark, died Sept. 5 at his home in Jersey City. He had suffered from a chronic ailment for some time, but had been at his office until a few months ago.

Funeral services were held last Tuesday with a solemn high mass at Our Lady of Victory church, Jersey City. He leaves his widow, a son, Paul H. Jr., a daughter, Margaret Jean, his mother, Mrs. Katherine La Stayo, two sisters, and a brother, all of Jersey City.

One of the pioneer broadcasters in New Jersey, Mr. La Stayo joined the Bremer Broadcasting Co., operating WAAT, in 1926, with its founding. At first its secretary, he became president and general manager in 1929. WAAT moved from Jersey City to Newark several months ago, coincident with its fulltime operation.

Before joining WAAT, Mr. La Stayo was associated with the Newark office of the National Cash Register Co., in sales and promotion. He was born in Weehawken but had resided in Jersey City 20 years.

Well known in broadcasting circles, Mr. La Stayo was a member of the NAB and has served on several of its committees. He also was a member of the Bayonne Kiwanis Club, the Yountakah Country Club of Nutley, N. J., and the Jersey City Tuna Club.

Plough Buys Time On Atlantic Coast

Regional Chain Carries Four Features for Sponsor

LARGEST contract yet signed by an individual advertiser on the Atlantic Coast network was announced Sept. 5 by Plough Inc., Memphis. The newly-formed Boston to Washington chain will be used to promote St. Joseph's Aspirin and Penetro products. The schedule consists of 24 quarter-hour programs per week. Contract will start Oct. 5, with shows running 52 weeks.

Four Features

Times and features selected by the client and its agency, Lake-Spiro-Shurman, Memphis, are as follows:

7:15-7:30 a. m., Monday to Saturday inclusive, an "early riser" show.

12:45-1:00 p.m., Monday to Saturday inclusive, *Matinee at the Capital Theatre*, a recorded variety show featuring revivals of musical comedies and old favorites.

2:45-3:00 p.m., Monday to Saturday inclusive, a woman commentator series which will originate in Washington.

11:00-11:15 p.m., Monday to Saturday inclusive, a sportscast featuring Jack Stevens. This program will be interspersed with music apropos the football season. Each program will be dedicated to individual universities and colleges.

Stations comprising ACN include; WNEW, New York; WPEN, Philadelphia; WFBR, Baltimore; WNBC, Hartford; WPCT, Pawtucket; WELI, New Haven; WCOP, Boston; WWDC, Washington; supplementary outlets are WBOC, Salisbury, Md., and WJEJ, Hagerstown.

Contract was set by Edward Codel, general manager of ACN.

Atlantic Coast has started a half-hour pickup featuring name bands playing at Meadowbrook, N. J., Tuesday through Saturday. Each night the program salutes a station belonging to the network.

Carter in West

CARTER PRODUCTS Inc., New York (liver pills), as a part of its national campaign, on Oct. 5 starts sponsoring the five-weekly quarter-hour transcribed serial, *Judy & Jane*, on 3 California Don Lee stations (KHJ KDB KGB), Monday through Fridays 4:45-5 p.m. (PWT). Contract is for 52 weeks. Ted Bates Adv. Agency, New York, has the account.

Camp Greetings

GREETINGS from the boys in camp to the folks back home was the theme of *Hello, New York*, transcribed at Fort Jackson, S. C., and rushed to WNYC, New York's municipal station, for broadcast on Labor Day. Half-hour program was written, acted, directed and produced by the servicemen at the camp who come from New York and serve in the old 102nd Cavalry.

there's a far simpler way

The advantage (and a rare one indeed) of buying WMCA lies in getting a station with such a wide reputation for good programming at such a low cost. Proving that the price of effective radio need not be computed in Social Security figures.

We know

We've got good programs with good audiences.

Our clients know.

They've bought plenty of them. ✻

✻

Sach's Quality Furniture bought one SEVENTEEN YEARS AGO this September...that just completed its 6,000th CONSECUTIVE broadcast!

AMERICA'S LEADING INDEPENDENT STATION

WESTERN REP.: VIRGIL REITER & CO., CHICAGO

wmca

Army Camps Produce 600 Local Shows

Weekly Output by Soldiers Helps War Effort

By LT. COL. E. M. KIRBY

Chief, Radio Branch, Bureau of Public Relations, War Dept.

LOCAL radio stations throughout the United States contribute more than 600 regularly scheduled Army camp broadcasts each week, a survey as of Aug. 31 has revealed.

Undertaken by the Radio Branch of the War Dept. Bureau of Public Relations, the survey further disclosed that Army news, variety and musical shows, respectively, were the type of broadcasts most often prepared by Army Public Relations Officers in cooperation with local broadcasting stations.

The full listing below of the number of shows and the time periods involved do not reveal the full story of these local camp Army radio programs. Nor is their contribution to the war effort readily apparent. But their important influence cannot be over emphasized.

A Counterbalance

During World War I, Army camps had only their own newspapers, press material which they furnished to newspapers, and speakers to reach nearby communities and the public at large. But by 1940, radio already was tackling the new task with a great deal of energy and imagination to serve the Army and the citizens at home. Today local Army radio programs are an accepted medium of establishing closer relationship between Army camps and the neighboring communities.

Usually, the local citizens see the soldier only when he is on weekend leave and pleasure bent. They see him free from the arduous routine of relentless drilling and rehearsal for the battles he faces in the near future against enemies who ask and grant no quarter. They see the soldier seeking to concentrate a great deal of pleasure in his few free moments away from camp. It is difficult, often, to believe that in the hands of these men we are entrusting our nation's future.

Local radio broadcasts serve to counterbalance these casual impressions. Camp broadcasts remind the people in the surrounding communities that the soldiers they see wandering about their streets, crowding their lunchrooms, theatres and recreational centers, are serious students during their duty hours—students of warfare and the hundreds of essential military trades and skills necessary in modern warfare.

Radio interviews have shown that the men of our Army are truly representative of the American people —no better and no worse; that our soldiers come from every sort of home — representing every race, color and creed, dreaming the same dreams, experiencing the same difficulties of adjustments to the war. These local radio broadcasts—unpretentiously in most instances—reveal the true pattern of our soldiers in training.

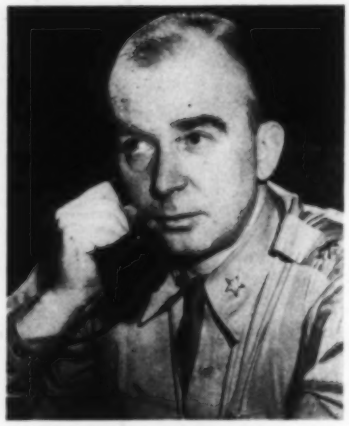
Above all, they show him as a patriotic lover of freedom, honing for the best, mentally preparing himself for the worst, and confident and determined to win victory. Upon such things depends the morale of our people at home. Despite inconveniences — possibly because of them—civilian morale is usually higher in areas immediately surrounding training camps than in areas where no camps exist. Local radio broadcasts have contributed greatly to this attitude toward our Army and its purpose —and the increased desire of civilians to assure our troops of their full support.

The Army Story

Before we analyze the 600-odd Army radio programs, let us review the purpose of these various categories of local radio broadcasts: Their purpose as a whole is to tell the story of the American Army in training, to reflect the spirit of our troops, and keep the American people informed of the Army's progress.

Most camps have been able to accomplish this mission more than adequately with limited personnel. Many former radio writers, producers, announcers, engineers now in training have loaned their services—usually in addition to their other duties—to assist the Public Relations Officers in preparing these broadcasts.

In many instances the PRO's also serve in other capacities, such as the camp intelligence officer, special service officer, an instructor and so forth. Yet every known radio technique from straight narration and talks to the full variety and dramatic show has been developed. In some few instances, local radio stations themselves can take full credit for the high quality of a local Army camp broadcast.



LT. COL. KIRBY

They have assisted public relations officers—often coming to him, proposing a specific type of show which might best serve their community and the Army, assisting him in the preparation of the script and loaning their facilities or equipment for production from camp or studios.

In many cases, their specialized knowledge of the immediate community has been of immense aid to the public relations officer and the commanding officer in overcoming particular problems, whether they were direct public relations problems which cropped up or suggestions in avoiding future problems.

The many problems of Army health, food, entertainment facilities, the training regime and camp life have been presented to the community in full detail until the community has a clear-cut picture of life in the camp as it really is, and the caliber of the men. The picture in many instances has supplemented the meager information parents might have received from their own sons in distant camps.

Hearing the soldiers from nearby camps being interviewed over the local radio station has reassured many parents and satisfied them that their own sons are receiving the best possible training, under the most favorable conditions. This information, brought via the airways, has in no small measure helped to open up the heart and homes of the citizens of these camp communities to our troops.

Now to glance at more specific information from the survey:

Regularly scheduled local programs broadcast weekly from Army camps, posts and stations in the United States—

Army News	172
Variety	151
Musical	140
Interviews	73
Chapel (Religious)	36
Drama	34
Quiz	8
Negro (Exclusively)	8
Talks	7
TOTAL	621

Of the above shows, 77 were five minutes long, 306 quarter-hour broadcasts, 195 half-hour shows and nine full-hour broadcasts. A minimum of 250 radio stations are used for these *regularly scheduled* broadcasts. No count is included of the innumerable single-shot local broadcasts observing various events, nor the number of local broadcasts using camp or Army information or camp personalities. Nor does the above count include transcriptions furnished irregularly to home town broadcasting stations or special Red, White and Blue Network type of broadcasts produced in the morning hours by the local stations expressly for the men in nearby camps.

Many camps also furnish news items to hundreds of stations for use on established broadcasts. These news items deal with human interest material regarding soldiers who come from the state or city in which the radio station is located.

How They Serve

There is no estimate of the number of stations serviced with this specialized material, but between the services provided by the Radio Branch and local PRO's, it might be said that practically every radio station in the United States is making some direct contribution to Army public relations.

What the full extent of these contributions are can be answered only by the local stations. But certainly the above data amply reveals the seriousness with which these broadcasters are accepting their public service responsibility to their immediate community and the nation during this war.

For the record, it might be well to review exactly how each type of Army camp broadcast serves the Army.

Army News broadcasts (172) are in the majority because many are scheduled more than once each week. They present interesting items of camp life. Often an interview with a soldier or officer of the camp is included when that person makes news. Included in these Army newscasts also are "sports roundups" on camp athletic activities.

Recruiting messages, announcements of local social events, camp dances and future camp activities also are reported. Perhaps more than any other

AIRCRAFT WARNING

Fighter Command Series to Stir Public Interest

FIGHTER COMMANDS of the U. S. Army Air Force will launch a weekly series on WMCA, New York, designed to demonstrate civilian and military cooperation in repelling surprise attacks on continental United States, according to Brig. Gen. John K. Cannon, Commanding General of the First Fighter Command at Mitchel Field, New York.

Series starts Sept. 8 and is titled *The Eyes and Ears of the Air Force*. True story dramatizations of the Ground Observer Corps activities will be featured, with well-known guest stars, such as Helen Hayes, and Henry Hull, drawn from the Aircraft Warning Service.

The WMCA broadcasts will be recorded by the Army and offered by the various Fighter Commands to other stations in the country, in order to create general interest in the aircraft warning service of the air defense system.

Join Air Group

NEARLY 8,000 young people have joined the Junior Air Reserve in response to a call for membership made during *Scramble*, aviation series presented on BLUE in cooperation with the National Aeronautics Assn. Youngsters are taught the rudiments of aviation, in preparation for the day when they will become full-fledged aviators.

XUM

San Francisco signs up on the new KGO

...here are a few of the new signups since February

In May, Walter Guild, account ex., Sidney Garfinkel Agency, signed for a ½ hour KGO live-talent show for the Remar Baking Co. Last month Remar had their biggest month in history... with much credit to their KGO show. This is just one of many new locally-produced KGO shows.

Vice-president Lou A. Humason signs up for the second 26 weeks of "Let there be Music"... a half hour local dramatic show produced for the Meyenberg Milk Products Co. This again indicates the high regard of local advertisers for the *new* KGO. Keep posted on the *new* KGO.

Actual sales results won a 13 week renewal of a 7 a. m. KGO newscast. Hassel Smith, account ex., Botsford, Constantine & Gardner signs the renewal for Foreman & Clark, men's clothiers. (KGO still has several fine news availabilities. Compare them with other San Francisco stations.)

M. E. Silva of the Sonoma-Marin Dairy signs over his whole radio advertising budget to the *new* KGO. This is one of the largest spot campaigns ever placed on a San Francisco station. Already sales results are justifying this decision. Another local success on the *new* KGO.

Benjamin Zukor, president of Zukor's Dress Shops was one of the first local advertisers to join the *new* KGO. Since then, Mr. Zukor has renewed his 15 minute, 5 day a week program every time. This is another locally-produced program. Results count... you get results on the *new* KGO.

Six weeks ago R. C. Tonkin, Pacific Coast Manager, P. Lorillard Co. makers of Sensation Cigarettes, signed a 13 week contract for KGO's popular 11 p. m. newscast. Already Mr. Tonkin is renewing for an additional 13 weeks. You, too, will find the best news buys on the *new* KGO.

These sign-ups tell of a few local successes on the new KGO. May we suggest that you let your Blue Spot Representative bring you up to date on the new KGO?

The New KGO
SAN FRANCISCO · OAKLAND

Blue Network Key Station for Northern California

810 KCYLS · 7500 WATTS

Represented Nationally by Blue Spot Sales Offices
NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · SAN FRANCISCO

PROUD OF YOUR SALES IN HUMBLE (Ky.)?

Don't feel crestfallen if your Humble (Ky.) business isn't worth getting puffed up about. Chances are, it's only because the Louisville Trading Area has 54% of Kentucky's total retail business! So forget Humble. Get Louisville and you'll really have something to be proud of! Incidentally, we humbly call your attention to the fact that WAVE covers the *whole* Louisville Area at *lowest* cost. Need we say more?

LOUISVILLE'S **WAVE**

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
BERNAM G. HINES, *Managing Director*

medium or type of broadcast the local Army news broadcast presents a complete overall review of camp life and its relation to the local community.

Variety broadcasts (151) include the ever-popular post band, soldier talent, comedy skits and a talk by an officer or soldier using an Army theme. These broadcasts might be considered institutional goodwill broadcasts. As a whole, camp broadcasts have felt no lack of talent. That soldiers enjoy participating in these broadcasts is well known by those who have watched camp auditions. New York or Hollywood casting directors have never been deluged by more enthusiastic actors, singers, comedians, specialty men, musicians, announcers and other talented entertainers.

To many talented soldiers camp broadcasts have provided their first opportunity to crack radio and gain experience. Others, of course, are experienced radio talent. Still others perform for the mere joy of participation. These Army outlets have not only afforded a channel of reaching the public with pleasant entertainment and institutional camp information, but also have provided an excellent avenue for the Special Services Officer to direct excess energy of talented soldiers—there is plenty of it among our troops.

Value of Music

Musical programs (149) serve a purpose similar to variety shows. Usually a simpler script is required and the program is less pretentious. From the busy PRO's point of view and the broadcaster's side, these programs provide the fewest headaches. Army policy problems are at a minimum, especially in programs broadcast from the camp grounds. Timing can easily be furnished in advance and brief background interviews of the soldier-talent readily prepared.

Interview programs (75) provide the greatest amount of factual material about the camp and the troops stationed there. Many camps have shown an aggressive policy in illustrating the difficulty some soldiers have had in making their adjustment to Army life—which has prepared future soldiers not to expect a bed of roses. At the same time, the preponderant number of interviews reflect that that adjustment is not too difficult and that our soldiers are anxious to receive the stiffest training necessary to assure success in battle.

Religious broadcasts (26) originating from the post chapel include a talk by the Army Chaplain, organ music and hymns. These broadcasts reveal the religious side of our troops —many of whom have become regular church-goers for the first time in their lives since they entered the military service—and emphasize the freedom of worship in Uncle Sam's citizen army.

Dramatic programs (24) cover a wide field, dramatizing the experiences of soldiers in camp, presenting Army comedy sketches, inspirational Army and American history dramatizations, and stories emphasizing the purpose for which we fight today, or what must be done to help the war effort. As a whole, these local dramatic programs are produced only where a camp has an abundance of script-writing and acting talent; usually they compare favorably with professional radio productions.

Quiz Shows (9) basically provide entertainment to the soldier, and are a major contribution of the local radio station. The station offers the prizes to the soldiers—sometimes a long-distance telephone call from camp to the folks at home. Other prizes include war stamps and bonds. Military questions are included in the quiz to maintain the military flavor of the broadcast and to present additional information about the Army in a pleasant way.

Negro broadcasts (8) are exclusively devoted to presenting our Negro soldiers to the public via radio. These programs usually originate where all-Negro units exist. However, besides these broadcasts, Negroes also participate in camp programs wherever they are stationed.

Talks (7). The minimum number of straight talks indicate that Army Public Relations Officers realize the importance of utilizing when possible more effective techniques in presenting their material. These talks usually discuss a specific Army activity from the local point of view and amount to a citizen's orientation course to promote better understanding of our Army.

Local Arrangements

It is significant to realize that in contrast to the totalitarian system of operation, the 600-odd broadcasts prepared by camp public relations officers are not forced upon the local broadcaster. In fact, at no time has the War Dept. in Washington directed a request to a local broadcaster to grant a camp air time.

In all instances, arrangements were made by the public relations office and the local station, which could accept or reject the program suggestion without prejudice. However, in most instances, besides making specific requests of Army Public Relations Officers, local radio broadcasts have been more than glad to offer their facilities for camp use.

From the War Dept. point of view, the local PRO and his immediate commanding officer are responsible for the content and quality of the broadcast. Three-minute weekly themes, together with background material to assist the PRO, are submitted to him, but he is under no compulsion to use this material. The themes cover general war effort subjects: celebrating holidays, aiding government campaigns (War Savings Stamps, scrap, conservation, etc.), suggesting Army subjects which might be treated (health, officer candidate schools, soldiers' mail, family allowances, etc.). But the PRO is urged to tell the story from his own local and camp point of view.

The work of preparing these themes and of reviewing camp scripts is carried out under the guidance of Major Harold W. Kent, Director of the Editorial Section, by Joseph L. Brechner, chief script writer and Stanley Field. When PRO's submit their scripts to the Radio Branch after broadcast for review and information the scripts are checked carefully for information which might be of national interest and also for quality and Army policy.

Where scripts have been below par in technique, specific suggestions are made for the improvement of the broadcast and the PRO advised to consult with the production manager of the local station. In every instance these production people have been more than willing to help the Army camp improve its broadcasts.

Valuable Aid

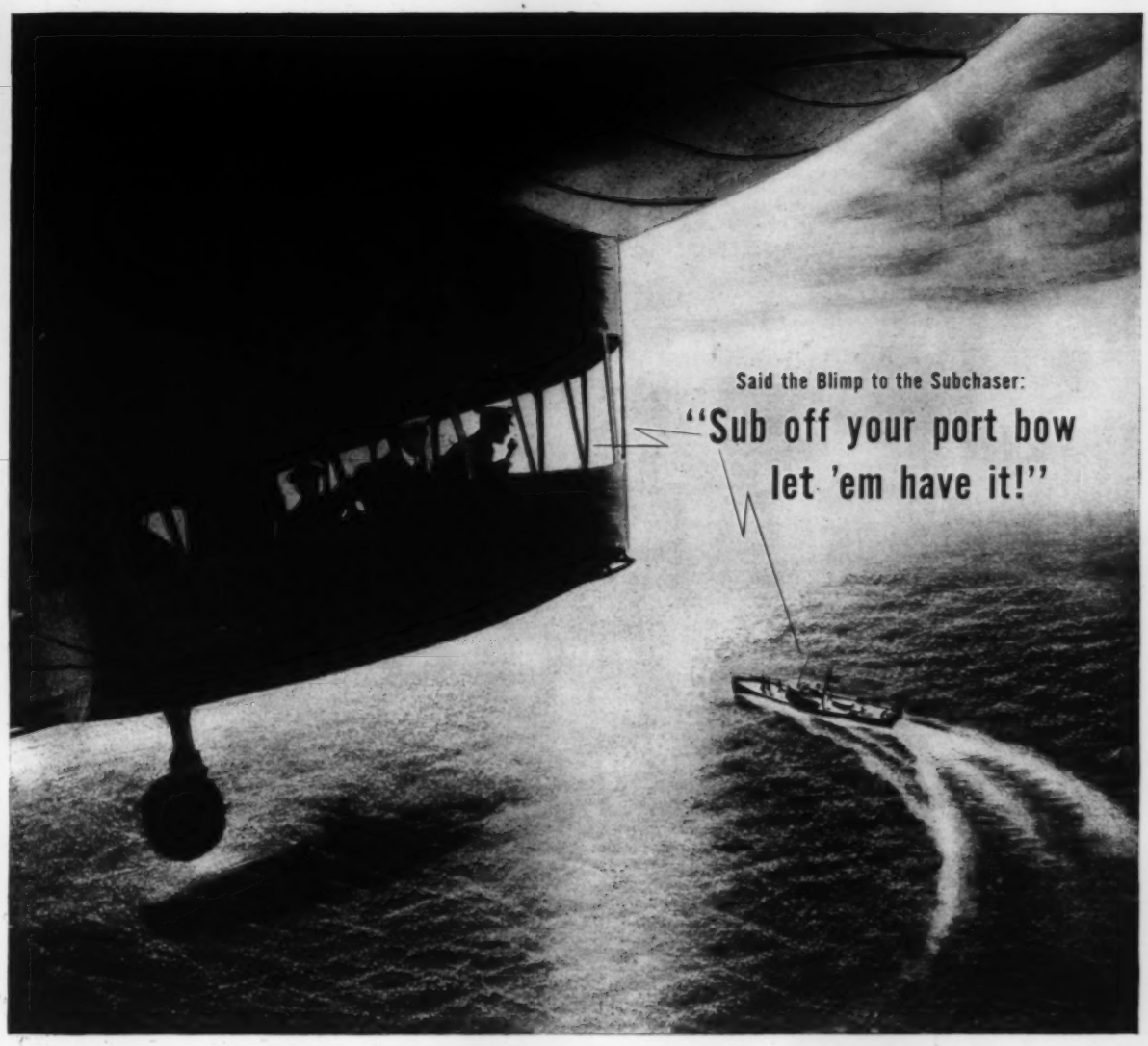
There is no question that local radio broadcasters have made important contributions to Army public relations. Much of the energy, time and money the individual broadcasters have spent voluntarily to present local camps shows unfortunately will remain unheralded and unknown, but from reports of PRO's in the field, the constantly improving quality of their broadcasts and the increasing number of broadcasts on the air each week, every local broadcaster and Army Public Relations Officer in the field can take pride in their collective contributions in using radio intelligently to help the war effort.

IT'S FIRST LIEUTENANT NOW! Lt. Alfred E. Teachman, assistant chief engineer of WEEI, Boston, is congratulated on his recent commission as first lieutenant in the Army Air Forces by Walter J. Stiles, chief engineer of WEEI and other members of the engineering staff. Left to right are Warren Stevens, Walter Stiles, William Rule, Lt. Teachman and Frank Evans.

Salvage Campaign

SALVAGE DRIVE of the American Industries Salvage Committee was promoted last week through *Funny Money Man*, syndicated programs produced by Allen A. Funt, New York production firm. Programs aired in 21 key cities purchased small pieces of scrap material throughout the week, and 46 stations carrying the series made a special single purchase of a large piece of scrap such as an old boiler or fire-escape on one day at the end of the week. $5,000 was appropriated to the stations for the project, with the amount apportioned to each station according to the size of the market.

XUM



They work together better...
because they can talk together

The blimp
From the advantage of height
Spots the shark-like shadow
Slinking below the surface...

And passes the word
To the Subchaser
Which wheels with roaring motors
To lay the deadly pattern
Of thunderous depth-bombs...

An underwater barrage
That crushes the lurking sub
As a well-aimed rock
Will finish a snake.

That's *teamwork*
Teamwork made possible
By the radiotelephone.

Modern communication equipment
Designed and manufactured
By I. T. & T. associate companies
Is helping Uncle Sam
Coordinate his forces
On land, sea and in the air.

The broad, peacetime experience
Of I. T. & T.
In the field of communications
Is proving its value
In time of war.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION *67 Broad St., New York, N. Y.*

IT&T

Associate Manufacturing Companies in the United States
International Telephone & Radio Manufacturing Corporation
Federal Telegraph Company

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE · FOR DEFENSE
BUY U. S. BONDS TODAY

WGPC
"Spending Spot"
COVERAGE
of one of Georgia's Richest Markets
The Pioneer Station of Southwest Georgia
ALBANY GEORGIA
CBS 250W 1450KC
Represented by SPOT SALES Inc.

Merchandising & Promotion

Fact Folios—Hobbies of Women—Last Receiver—Zenith's Contact—Sign That Moves

RADIO EDITORS last week received the first two in a series of Fact Folios, issued by the CBS publicity department as permanent files on new CBS programs or shows returning to the air this fall after a summer hiatus period. Bound in grey folders, the two folios on the *Lux Radio Theatre* and the *Kate Smith Hour* both of which return to CBS this week, give reference material on the shows as well as news stories, features, photos and brief bits about the productions.

* * *

Woman Hobbyist

PIC magazine is cooperating with Dave Elman, m.c. of *Hobby Lobby*, CBS program, in a nationwide search for the most outstanding woman hobbyist. Winner will receive a trip to New York, a chance to appear on Hobby Lobby and a prize of $150, including a $50 War Bond. Entry blanks will be carried in several issues of *PIC*. Contest closes Nov. 10.

Hobby Lobby is sponsored on CBS by Colgate-Palmolive-Peet Co., Jersey City, for Palmolive Shave Cream. Ted Bates handles the account.

* * *

Crosley 'Last'

LAST Crosley radio and refrigerator to come off the firm's production line before total conversion to war work are featured in an itinerant window display the firm has prepared to keep dealers and customers mindful that while Crosley is now engaged 100% in war work, it is fundamentally a manufacturer of household appliances. Panel identifying the refrigerator and radio as "last" calls attention to the fact that Crosley authorized service continues to be offered by leading dealers.

* * *

Paintings for Prizes

TWO ORIGINAL oil paintings by Petty and Varga, *Esquire* Magazine artists, will be awarded by WMCA, New York, to the family buying the most War Bonds during the month of September. The pictures were made for Twentieth Century Fox Film and depict scenes from a forthcoming picture starring Betty Grable in "Footlight Serenade". Fox Film made the oils available to the station for its War Bond sales drive.

* * *

Keeping in Touch

TO MAINTAIN closer contact with Zenith dealers during the wartime period Zenith Radio Corp., Chicago, has started publishing *Zenith Radiogram*, eight-page illustrated tabloid size paper.

* * *

Goodwill Gesture

A NOVEL magnifying glass paperweight with personal name stamped on it in gold was presented executives of leading local accounts by KLZ, Denver.

News at Theatre

KSAN, San Francisco, has effected a reciprocal promotion deal with the Telenews Theater, newsreel house, whereby it is presenting eight newscasts daily, every hour on the hour, direct from the special radio studios in the theatre. Theater patrons are informed of the broadcasts by screen announcements. Deal was consummated by Program Director George Taylor Jr. and Ellis Levy, manager of Telenews.

* * *

Along the Coast

COVERAGE levels of Atlantic Coast Network stations are shown by the network in accordance with standards of the timebuyers committee of the American Assn. of Advertising Agencies and the Sales Managers Committee of the NAB. Complete market data are shown in the volume, which is thumb-indexed and plastic-bound.

* * *

News Sign

ELECTRIC moving news sign, similar to the one operated by the *New York Times* until recently extinguished by dimout regulations, has been installed by KVOO, on the First National Bank Bldg., Tulsa. Part of the station's news and promotion service, the sign is at the town's main intersection.

BROCHURES

KTSM, El Paso.—4-page heavy stock folder "The Winner", observing 13 years of KTSM history.

WHN, New York—Broadside telling story of the station's first bond sale which netted over $100,000 on the first broadcast. Reproduced on the cover is a telegram of congratulations from Henry Morgenthau Jr., Secretary of the Treasury.

BLUE—Folder, titled "Zero Is Hot," telling advertisers that Zero Mostel, described as the "greatest comedy find in years," is available for sponsorship, either alone or as a part of *Chamber Music Society of Lower Basin Street*.

PRESS ASSN.—Display folder, describing football services available to PA radio news subscribers.

BLUE—Folder "They Pledged America—$10,303,369," telling the story of "Bond Night on the BLUE" and what it produced in bond sales on the seven-hour broadcast Aug. 29.

Nazi Tales Exposed

THE German Hour on WTEL, Philadelphia, which once featured the convicted Rev. Kurt E. B. Molzahn, is now campaigning against Hitler in his own language. Volunteers of German descent have taken over the WTEL broadcast to bring to German-Americans the real story of the Nazi "paradise". The group, comprising former German officials, educators and editors, was organized in Philadelphia following protests that martial tunes of the old German imperial army and the Nazi party were played on WTEL's *German Hour*. The anti-Nazi broadcasts, it was said, may be recorded by the radio division of the Office of War Information for use on German language programs over other stations.

Lever Bros. Story Promoted by CBS

Oversize Brochure Reviews Seven Programs on Network

IN AN OVERSIZE brochure—20 pages measuring 14x17 inches—CBS last week presented to its affiliated stations the story of the seven program series which Lever Bros. Co. is to sponsor on CBS this fall: four evening shows on the full 114-station CBS network and three daytime serials using 77 stations in all.

"With this business," says CBS, "they present a friendly triple challenge to all of us: that radio brings more results than any medium; that CBS produces more results than any network; and that each CBS station deliver more audience than any station in its territory." Adding that the brochure is CBS's first step in meeting this challenge, CBS says that the material therein "will help each station to meet the challenge in its own way . . . the best way."

Stars and Plugs

A double-spread is devoted to each program, one page filled with a picture of the stars, the other containing an envelope with promotion material and pictures. The promotion material includes copy for pre-program announcements on the air, for newspaper ads and publicity, for display cards and posters, and for letters to Lever Bros. dealers in the station's coverage area.

Programs covered are: *Lux Radio Theatre* on Monday evenings; *Burns and Allen*, for Swan, on Tuesday evenings; Bob Burns, for Lifebuoy, Wednesday evenings; *What Great Program?* (Complete details to come), for Rinso, also Wednesday evenings; and the daytime serials, *Big Sister*, for Rinso; *Aunt Jenny*, for Spry; *Bright Horizon*, for Silver Dust.

Brochure, produced under the direction of Thomas D. Connolly, CBS program promotion director, winds up with the plea for wholehearted cooperation for every station and the promise that if additional material is wanted, "we will pitch you whatever you want to catch."

NBC's Honor Roll

NBC now has 353 employes in the armed forces as of Sept. 1, an increase of 21 over the Aug. 1 figure. Seventeen of the 21 were from NBC's New York studios. Page staff personnel has been the hardest hit by enlistments and inductions.

THREE weddings are slated at KYW, Philadelphia, for September. Claire Kelly, of the mailroom staff, and Clarence Smith, of the Westinghouse plant at Lester, Pa., were married Sept. 5. Eleanor Lysle, of the program department, and George Metz, are to wed the 19th; Ruth Schoening, secretary to James A. Aull, director of publicity, and Richard W. Martin, are to be married Sept. 21.

XUM

BIG MARKET

FOR A WISE ADVERTISER

30 RADIO STATIONS AT YOUR SERVICE COVERING THE COUNTRY

RADIO PROGRAMAS DE MEXICO

LARGEST LATIN AMERICAN BROADCASTING SYSTEM

P.O. Box 1324. Mexico, D.F.

RPM

Top Radio Performers to Form 'Committee of 25' to Aid War

Kay Kyser Heads OWI Effort to Maintain Morale By Working Through Local Committees

FORMATION of a "Committee of 25" made up of top-ranking radio performers, to act as consultants to the Office of War Information in furthering the war effort on all fronts, was announced last week by OWI, with Kay Kyser as chairman.

Organized after consultation with various Washington war agencies vitally interested in maintaining public morale, the committee members become in effect staff members of OWI. Their functions will be to pledge more effective use of war messages on their programs under OWI Network Allocation Plan and to work through the same 1,300 labor-management committees set up by the war production drive throughout the country.

The talent will be used on a planned schedule of production incentive rallies, similar to the *Bond Wagon* rallies conducted by Kyser in Atlanta, Cincinnati and Detroit.

Telegrams were sent by Chairman Kyser to the radio headliners Sept. 7, inviting them to serve on the committee. In the group are Abbott & Costello, Goodman Ace, Fred Allen, Amos 'n' Andy, Jack Benny, Edgar Bergen, Maj. Bowes, Bob Burns, Burns & Allen, Eddie Cantor, Bing Crosby, Nelson Eddy, Clifton Fadiman, Jean Hersholt, Bob Hope, Andre Kostelanetz, Fibber McGee & Molly, Frank Morgan, Harold Joseph Peary, Edward G. Robinson, Lanny Ross, Kate Smith, Red Skelton, Fred Waring. Practically 100% acceptance was reported.

Three Meetings

OWI announced that the three-way plan was proposed by Mr. Kyser. The committee will meet for the first time at a series of conferences called by OWI with networks and advertising agencies in New York on Sept. 18, in Chicago on Sept. 21 and Hollywood on Sept. 24-25.

Some members of the group already are touring Army and Navy camps here and abroad and are performing valuable service through their programs by speaking to the country on such important war topics as salvage, bonds, recruiting, and other activities, it was stated. The group is expected to donate considerable time and effort in personal appearances before war plan workers, carrying to them not only entertainment but information on the progress of the war.

The Committee of 25 will work in close cooperation with four other committees which have aided OWI in effective use of wartime information, OWI said. These include a network committee, a committee of Government radio chiefs, the Advertising Council, and representatives of stations working through industry trade groups.

The committee also will contact other radio talent in furthering the war effort. The committee, it is presumed, will function directly under W. B. Lewis, chief of the Radio Bureau of OWI, and Douglas Meservey, assistant chief.

The only top name absent from the committee listing was that of Rudy Vallee, who several months ago enlisted in the Coast Guard and became a Chief Petty Officer. He is continuing his NBC program for Sealtest, 10 p.m. Thursdays, however.

Following is Mr. Kyser's Sept. 7 telegram to the committee members:

"Elmer Davis, director of the Office of War Information, has asked me to form a "Committee of 25" top radio performers anxious to serve their country in even more valuable capacities than at present. As the war reaches deeper into American lives, there is an increasing need for the Government to reach its armed forces, its labor forces, and its home front forces with information and inspiration.

"The Office of War Information is aware and deeply appreciative of the individual contributions already made, but Mr. Davis sincerely feels that a united group of radio performers can effectively advise and aid the OWI in the greater job ahead.

"After recent meetings in Washington, I am sure that all of us have an even greater role than we realize—and for the Office of War Information I earnestly ask that you become a member of this group to serve our Government."

OWI TO USE SPOTS ON FARM-HOME HOUR

SPECIAL three-minute spot announcements prepared by the Office of War Information and explaining the farmer's relation to the war effort will be broadcast three times weekly on BLUE's daily *National Farm and Home Hour*.

Announcements will give factual information about the basic issues of the war, and will supplement material already being presented on the program. Though of special interest to farmers, the messages will be of general nature.

One war message each week will deal with problems of the home front: rationing, control of the price of living, labor and other subjects. A second deals with the United Nations, telling the story of America's relations with her allies, and counteracting enemy propaganda. The third is devoted to special events.

William B. Lewis, chief of the radio division of the OWI will introduce the series with a brief talk on the first broadcast. Spots are scheduled for Mondays, Wednesdays and Thursdays.

ALL EYES were on the football during a recent pre-broadcast huddle over program details for the thrice weekly sports program featuring Lynn Waldorf (holding ball), coach of Northwestern U, and Francis J. Powers (left foreground), sports columnist of the *Chicago Daily News*, sponsored by Emmco Insurance Cos., South Bend Ind., on WMAQ, Chicago. The interested bystanders are Tom Shortall, sales manager of Emmco Insurance Cos.; K. L. Snedecor, vice-president of MacDonald-Cook Co., South Bend, the agency; J. McEdwards, salesman of NBC-Chicago; Elmer Layden, high commissioner of the National Professional Football League and guest commentator on the broadcast; C. A. MacDonald, agency president; H. C. Williams, vice-president of Emmco.

Army Not to Halt Air Control Units

Public Relations Personnel To Be Provided Centers

BROADCASTERS who have collaborated with Fighter Commands in setting up cooperative radio control units in vital defense areas need not have qualms about reduction of Army public relations personnel to a degree that would impede protective operations. This was learned on good authority at the War Dept. last week, where the whole matter of reorganization of the public relations branch is under advisement.

Following isuance of the order by Secretary of War Stimson Aug. 13, reorganizing the entire public relations organization and reducing personnel in the field, a number of the Defense Commands and Service Commands contacted the Bureau specifying minimum requirements, including collaboration with radio groups maintaining alert organizations.

Exceptions Expected

This order, it was pointed out, stated that public relations staffs at the various commands and bases would be restricted to the numbers specified, with the proviso that exceptions would be made when certified by the chief of the Bureau of Public Relations, Maj. Gen. A. D. Surles and approved by the Secretary of War. All of these applications are under advisement with action to be taken prior to Oct. 1, when the field reorganization becomes effective.

In the New York area, where an elaborate alert system had been created by the Radio Central Committee, it was held that reduction of the public relations staff to two officers and four men would make it impossible for the Army to furnish adequate information to the radio group and render the cooperative plan "completely useless." This was brought to the attention of the Army and other Washington officials by Herbert L. Pettey, director of WHN, New York, and chairman of the New York committee [BROADCASTING, Aug. 31].

Pursuant to the proviso in the Aug. 14 order, such groups as the Western Defense Command, as well as the Eastern Defense Command and a number of Service Commands in vital areas, petitioned Gen. Surles for exceptions from the minimum personnel classification in their public relations to make available adequate personnel. All these applications, it was said, are under advisement with action to be taken soon. All vital areas will have adequate personnel for their protection, it was stated authoritatively.

MARY LOU CARPENTER, daughter of H. K. Carpenter, member of the MBS board of directors, and vice-president of WHK, Cleveland, designed the new reception room now nearing completion in Mutual's New York office.

WE PLACE THIS READY MADE AUDIENCE RIGHT IN THE PALM OF YOUR HAND . . . A PARTICIPATION IN A SPECIFIC 15 MINUTE PERIOD (ACROSS THE BOARD) WHICH ACCORDING TO THE HOOPER "CONTINUING MEASUREMENT OF RADIO LISTENING REPORT," (DECEMBER THROUGH APRIL) OF 8 BOSTON STATIONS, COMMANDS 22% OF THE ENTIRE LISTENING AUDIENCE. WE BELIEVE IT TO BE THE BEST BUY IN THE COUNTRY'S FOURTH LARGEST MARKET.

• *This time is subject to prior sale, of course.*

WORL

BOSTON, MASS.

FOR MORE PULLING POWER

CBS AFFILIATE
KGVO
MISSOULA · MONTANA

IN KANSAS CITY
5000 WATTS
KCMO
1480 ON YOUR DIAL
Basic Blue Network
MORE PULL
MORE COVERAGE
FOR YOUR MONEY
National Representative
JOSEPH HERSHEY McGILLVRA

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT
WHKY offers complete coverage of the Rich Western North Carolina Market at *one* LOW COST.
1290 KC BLUE NETWORK

Mr. Amplistat's Girls

By MAURICE CONDON

Another of the current series wherein that modern Don Quixote, Mr. K. W. Amplistat tilts against the windmills of trite expression common to some branch of broadcasting. The clichés he now good-naturedly searches out are part of the vocabulary of the women's directors of the broadcasting stations.

Q. You are in charge of the programs relating to women's activities?

A. I am the women's director.

Q. That is your title?

A. When it has to do with food or things like that, I'm home economics director.

Q. How do you address your listeners?

A. "The girls."

Q. You mean your audience is entirely female?

A. Oh, there are some men listen, I guess.

Q. Do you ever make reference to the men in your broadcasts?

A. When I'm talking to the girls, I refer to them very lightly.

Q. As?

A. "The men, poor darlings."

Q. Indeed.

A. "You can't live with them, you can't live without them," I tell the girls, and I laugh.

Q. What kind of laugh do you utilize?

A. A tinkling laugh. It goes well with my manner.

Q. Which is?

A. Girlish, confiding, over-the-backfenceish.

Q. Good God!

A. What is that, Mr. Amplistat?

Q. I beg your pardon—I cleared my throat.

A. Oh, you men!

Q. Precisely. What is the nature of your home economics program?

A. Recipes, hints on home making, little suggestions on how to make home more liveable. "Brighten each corner," I tell the girls.

Q. Commendable advice.

A. "Remember, girls," I say, "be it ever so humble and all that sort of thing . . ."

Q. Not precisely the quotation but I'm sure the . . . er . . . girls understand.

A. They know my little ways by now, I guess.

Q. I'm sure they do.

A. I enjoy reading recipes to the girls.

Q. You feel it extends their culinary experience?

A. Yes. Fills in time when I run short, too.

Q. How do you go about your recipe readings?

A. "Get out your pencils and paper, girls," I call. "Recipe morning, you know."

Q. And you give them a suitable amount of time to procure these necessary objects?

A. I hum in a neighborly way.

Q. You hum.

A. Then I read the ingredients, a pinch of this, a dash of that, a smidgin of the other.

Q. A smidgin?

A. You men, poor darlings, how could you know about that.

Q. Of course.

A. "I baked this myself in my own little kitchen, girls,"—that's how I encourage them.

Q. Do you promise satisfactory results?

A. "Follow my directions and you'll have divine results," I assure them. "The whole family will love it."

Q. But you warn them of the possibilities of failure?

A. "Don't be discouraged if it doesn't turn out just right," I tell them. "If at first you don't succeed, try, try again."

Q. Heartening.

A. "But listen carefully to my directions," I warn. "A stitch in time saves nine, you know."

Q. Nine?

A. It's an expression I use often.

Q. Oh. Do you point out the desirability of pleasing the husband with these delicacies?

A. Pleasing hubbies, you mean.

Q. I am corrected.

A. Oh yes, I always bring in the hubbies. "A well fed hubby is a happy hubby," I remind the girls. "The way to a man's heart is through—"

Q. The stomach?

A. The tummy, Mr. Amplistat. We girls don't like to come right out with such words.

Q. I understand and commend your discretion. Do you advertise products on your program?

A. Oh, certainly. Dresses and things.

Q. How do you describe the dresses?

A. They are always "darling and chic". "The girls will adore this creation on you," I say. "I just know you will wear this beautifully."

Q. What are the lines of the creation?

A. Slimming and sparklingly new. Something really different. Very, very smart.

Q. If it's a coat you are advertising?

A. A flattering silhouette is yours, girls.

Q. Is the coat trimmed with fur?

A. Lavishly trimmed with darling furs.

Q. Undoubtedly you advertise beauty aids.

A. "Girls," I say, "loveliness is every woman's birthright."

Q. I am sure you are right.

A. "Awaken your sleeping beauty with Lilli's Lipstick—blends with your lovely complexion."

Q. How does it spread on?

A. Evenly.

Q. Its colors are—

A. Exciting. Vivid.

Q. Into what does it transform the housewife?

A. A new woman, thrillingly beautiful, hauntingly lovely, utterly feminine.

Q. Have you tried it yourself?

A. I wear it all the time. As I tell the girls, I personally vouch for each and every product I advertise. It must have my personal endorsement.

Q. Comforting assurance. What is your mail reaction?

A. The girls write me all the time—and I never get tired of hearing from them.

Q. Do you solicit mail?

A. Not actually. Sometimes I mention, "I'm always happy to hear from you girls out there. Sit down and drop me a line. A penny postcard will do."

Q. A thrifty admonition. Are you always so happy on your program?

A. Always, Mr. Amplistat, I just bubble over. Life's too short, you know.

Q. You're right, madam. Thank you for reminding me.

A. You men! There you go!

Q. Precisely, with alacrity, here I go.

Exhibit by Government Shows Ad Achievements

GOVERNMENT recognition of the part advertisers are playing in promoting the war effort is evidenced by an exhibition of display advertising recently opened in the main lobby of the Dept. of Commerce building in Washington. Arranged by Florence M. Dart, advertising specialist of the Bureau of Foreign and Domestic Commerce, cooperating with 388 advertising agencies, the display is designed to show how "business keeps the nation informed on ways to help win the war."

Advertising samples illustrate how industry is contributing toward the sale of War Bonds and Stamps, promoting salvage drives, and urging efficient production and conservation of health and materials.

Commenting on the exhibit, Wayne C. Taylor, Under Secretary of Commerce said, "The exhibit is tangible affirmation of the Department's staunch belief in a strong, vigorous, and informative industry advertising program. As you have read," he said, "the Treasury Department estimates it has received free publicity on War Stamp and Bond promotion which would have cost $65,000,000 if purchased. It is safe to say the sum total of such donations in all advertising media has already reached many more millions of dollars. The good effect of such advertising is incalcuable."

War Worker Talent

TALENT among war workers in the Chicago area provide the personnel of *The Will to Win*, weekly half-hour heard over WIND, Gary. Male chorus from the Carnegie Illinois Steel Corp. appeared on the first program and Standard Oil workers are scheduled to appear on the second program. Along with the war workers representing a different war plant each week guest speakers are presented.

XUM

What are these other Buttons for?

You get some screwy things in this business, like the other day a guy comes in, says his radio set hisses at him. This he don't like on account of he used to be in vaudeville. The middle button on his set works fine, in comes Don Lee clear and loud. But when he presses the other buttons he gets only hisses—he is sure mad. I tell him that the other buttons are set for other network stations but he can't hear them on account of they are so far away and the Pacific Coast is a big place (325,000 square miles, as a matter of fact). He gets Don Lee because they have a station within 25 miles of more than 9 out of every 10 Pacific Coast radio homes so naturally Don Lee comes in good everywhere.

He goes away happy though when I offer to connect his *other* buttons with things like the electric toaster, his badminton lights, etc. . . . Say, that gives me an idea . . . there must be *plenty* of people on the Pacific Coast whose *other* buttons don't work. I bet I could make money connecting them to different appliances around the house.*

***You could make a fortune, brother, because there is a market of a million radio homes (in addition to the Los Angeles, San Francisco, Portland and Seattle areas) that is covered completely *only* by Don Lee.**

Mutual
DON LEE

THOMAS S. LEE, PRES. • LEWIS ALLEN WEISS, VICE-PRES., GEN. MGR. • 5515 MELROSE AVE., HOLLYWOOD, CALIF.

"This is the National Broadcasting Company"
CAB RATINGS (Day and Night)
1941 (First seven months)
1942 (First seven months)
INCREASE
Total Ratings 27,499.1 29,366.5 1,867.4 (6.8%)
Total Quarter Hours 1,256. 1,309. 53 (4.2%)
Average Program Ratings 13.7 14.9 1.2 (8.8%)

the trend's the thing!

Tomorrow is what happens when today becomes yesterday—and in radio, as in any progressive business, you can get a pretty good idea of what tomorrow is going to look like by studying today and yesterday, both old tomorrows themselves.

Yesterday, NBC was "The Network Most People Listen to Most"—a fact demonstrated by the first all-county survey of listening habits ever made.

That was yesterday—what's happening today?

The chart at the left gives graphic reply. NBC ratings are even ahead of last year—indicating greater popularity still.

As for tomorrow—a trend like NBC's pretty much takes care of ***that.*** We invite you to keep an eye on it—***and, of course, NBC.***

The National Broadcasting Company
A Radio Corporation of America Service

XUM

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and
Broadcast Advertising

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SOL TAISHOFF, Editor

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NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager
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Let's Get Together

BECAUSE everyone has been so preoccupied with the job of keeping things perking during these trying times, broadcasters have had little inclination to concern themselves with overall trade affairs.

Yet, there was never a time when industry unity was so important. And if broadcasters would reflect a bit on events of the last six months they would realize that much that could have been done has gone by the boards. There have been delays, procrastination and inaction.

We have in mind particularly the manpower situation and equipment conservation. Failure to get relief promptly in either field will result in critical injury to an industry already adjudged "essential" in the war effort.

There are a half-dozen trade groups in radio, launched largely because of dissatisfaction with the NAB. What motivated formation of these groups, what influences outside the industry played a part in their creation aren't important now.

There's a big job to be done—and promptly. The drain on station personnel through selective service has reached an appalling stage. The equipment situation gets more critical daily. The industry must be in a position to walk into the war agencies in Washington as a phalanx and tackle these problems.

The NAB board meets in Chicago, under present plans, on Sept. 24-25. Why isn't that the time to bury past grievances and discords? Why shouldn't the industry be brought together—NAB, BVC, NIB, NAI, networks, clear channels, locals and regionals? Let's forget about domination by this or that group and pitch into the only real job that confronts radio—that of helping win this war.

Personality conflicts should be brushed aside. Give the NAB management a strong war committee and added personnel. Unite all of the industry trade functions under the NAB, and let that committee, representative of all segments of radio, have plenary powers.

At this late date it seems to us the only way the job can be done. Some six months have been lost. Little if anything has been accomplished to alleviate the personnel and equipment problems, except for the paper work. We hope that when NAB President Neville Miller convenes the board later this month, such a plan will be uppermost in the mind of every board member.

The Shortwave Plan

MUCH TOO LONG delayed, the plan for an expanded American shortwave broadcasting system, approved by the Government operating agencies involved, looks like the answer not only to the wartime problem of getting America properly represented on the international wavelengths but also to the industry's fears. Unless radically altered by the military chieftains and the WPB, who must make the necessary equipment available, it definitely scotches Government ownership. It is basically sound—the concept of Government-licensee "partnership" in shortwave broadcasting [BROADCASTING, Aug. 24, 31]—and it looks as though it will go through.

It seems a pity that so simple a plan should have taken so long to evolve. It will probably take at least six months to get the projected 22 new shortwave transmitters on the air. Meanwhile, the Axis powers, with their own and their seized stations, numbering at least 100, are scattering their propaganda far and wide to the corners of the earth. Democracies are slow in starting but, once started, they can do the tasks assigned them with vim and vigor. To the FCC's T. A. M. Craven, the OWI's Robert Sherwood and the Rockefeller Committee's Don Francisco the country and the broadcasting industry owe a debt of gratitude for working out a "combat plan" for the war of the wavelengths that should work and that at the same time preserves the integrity of the American system of broadcasting.

Command Performance

PERHAPS the greatest radio "success story" born of the war is one that isn't even heard in this country, and isn't a commercial. It's the story of *Command Performance*, weekly transcribed program on the air 32 times each weekend over the shortwave transmitters, rushed to Australia by bomber, and performed over all British Broadcasting Corp. beams. It's the favorite of our expeditionary forces.

Command Performance was a spontaneous outgrowth of the war. Wherever our forces have gone they have carried with them memories of their favorite programs—as symbols of the life back home, and as the promise of the life to which they would return. So it was only natural that the War Dept. Radio Branch should evolve the idea of carrying to the boys precisely what they wanted. It's now in its 33d week.

The technique is simple. A hundred boys in Ireland want to hear Jack Benny and Jascha Heifetz in a duet, or the banter of Bing Crosby and Bob Hope. They get it. The artists and the bands and personnel contribute their services. A couple of weeks ago a special performance of *Command Performance* was put on in Washington, in connection with the War Bond Drive. On hand were such figures as Crosby, Cagney, Dinah Shore, Connie Boswell, Ginny Simms, Abbott & Costello, Dr. Frank Black, Hedy Lamarr and others. It was all gratis.

There isn't enough sponsor money to put on a *Command Performance* domestically. Yet there is so much feeling, sentiment and goodwill in the program that it shouldn't be lost to 130 million listeners at home. We suggest that this Christmas one rousing *Command Performance*, all done up in holly and ribbons, be given universally. Let's have it on all the stations, all the networks, as well as the shortwaves, for an hour. Let's have it for the Army, the Navy, the Marine Corps, and the merchant marine, as well as the home front. It's radio at its best.

The RADIO BOOK SHELF

TO AID in the instruction of radio personnel in the armed forces *Fundamentals of Radio* (Prentice-Hall—$3.50), was written by Lynne C. Smeby, former NAB director of engineering and now a civilian consultant of the Army Signal Corps, along with Edward C. Jordan, Paul H. Nelson and Fred H. Pumphrey. W. Everitt, professor of electric engineering at Ohio State U, served as editor. Essentially the book intends to acquaint the reader with the underlying principles of radio as simply and directly as possible. Its acceptance by many schools and colleges in teaching radio is an ample vote of confidence.

ALTHOUGH titled *Tune In for Education, Eleven Years of Education by Radio*, the appelation is somewhat of a misnomer for it is simply the story of the work performed in the field by the National Committee on Education by Radio, New York. The contributions are valuable but the book is not a complete chronicle of radio in education.

This book does tell the early efforts of the group in promoting radio, its accomplishments and the future possibilities of the medium.

BROUGHT up to date, *Principles of Radio* by Keith Henney (John Wiley & Sons— Price: $3.50), is now in its fourth edition designed to aid military personnel engaged in radio activity and prepare civilians who will soon find themselves in similar capacities within the armed forces. Set forth in text-book style this volume covers the scientific knowledge essential to an understanding as well as the theory and mechanics of radio.

A DIALECT text book for actors has been compiled by Lou Herman, Chicago radio script writer, and his wife Marguerite Shalett, radio actress. More than 31 dialects are included in the book and an easy phonetic system is used to explain each pronunciation. Titled *Foreign Dialects For Radio, Stage and Screen*, it will be published by Alliance Book Corp., New York, in October.

We Pay Our Respects To —

CECIL PARKS UNDERWOOD

ONE OF A GENUS rare among radio advertising men is Cecil Parks Underwood, West Coast manager and producer of Needham, Louis & Brorby. As producer of a top Crossley program like the NBC *Fibber McGee & Molly Show*, and the *Great Gildersleeve*, on that network, he should be in a "hot seat". But Underwood's success is felt so well deserved by Hollywood that nobody "sharp-shoots" at him. One of radio's highest paid executives, he dials his own telephone numbers and corrects his own scripts—really something in Hollywood. He's had only one vacation in five years but never grouches about "over work".

Cece, as intimates call him, is a contented fellow doing a job he likes—an anachronism in a town which has a reputation for "politicking", feuds and chronic indigestion. Underwood has not always been in radio, just 18 years. Born in Vienna, Mo., Jan. 3, 1900, he is the son of Charles T. and Alice Lea Underwood.

Shortly after Cecil's birth, his father gave up school teaching and moved his family to Belle, Mo., establishing a general store. In 1905 they migrated to Mullan, Ida., and a year later to Spokane, where Cece received his education. Graduating from Lewis & Clark High School in 1917 young Underwood attended Spokane Business College. A year later he joined Standard Oil Co. and until 1923 was progressively an office boy, service station inspector and sales supervisor for that organization. Then he resigned for a position with Texas Co. at Colfax, Wash.

Baseball had been Underwood's hobby up to then and he was catcher and outfielder on the Standard Oil, Upstairs-Price and American Legion teams. He also barnstormed with the City League All-Stars in 1922. On moving to Colfax in 1923 he discovered a new interest—radio. Huddled over one of the first Atwater-Kent earphone sets, Cece kept long vigils, tuning and twisting the dial, upsetting the household in general. Learning that Stewart-Warner Co. had begun to make receiving sets and excited about the new industry, he approached the management for a position. In Sept. 1924 he went to work as Spokane territory salesmanager. In early 1925 Stewart-Warner Co. bought a weekly hour on KHQ, Spokane, and, since he was radio salesmanager, the time was his to utilize.

Anyone who could sing, play the piano, or tell jokes was recruited for that program. One night Underwood substituted for the announcer who read road reports. The station manager complimented Cece on his radio voice. He backed up his statement on March 15, 1925 by hiring the young fellow. Mornings, Cece was a salesman. From noon until midnight he was an announcer. Doubling as program director and chief announcer, he continued with KHQ for four years. On May 1, 1929 Don E. Gilman, then NBC Western division vice-president, brought young Underwood to San Francisco as network staff announcer.

Cece became m.c. of the weekly NBC Associated Spotlight Review when Associated Oil Co. took over sponsorship of that West Coast program in 1929. He announced and assisted in production of *Camel Pleasure Hour*, sponsored by R. J. Reynolds Tobacco Co., on that network in 1930. He also handled the first network commercial from San Francisco in April of 1931 with the start of the weekly NBC *Del Monte Coffee Time*, under sponsorship of California Packing Corp.

Named production manager of NBC Western division in Oct. 1932, Underwood became assistant program director two years later. When NBC expanded its Hollywood operation, he was transferred to that city in May 1934 to assist John W. Swallow, Western division program manager, and while there produced many of the big-time sponsored network programs. In Aug. 1936, Cece was in New York as Ruthrauff & Ryan, producer of the weekly CBS *Ken Murray Show*, sponsored by Lever Bros. Co. (Rinso, Lifebuoy). Five months later he returned to Hollywood and started the CBS *Al Jolson Show* for that same sponsor.

When Jim and Marian Jordan, stars of the weekly NBC *Fibber McGee & Molly Show*, sponsored by S. C. Johnson & Son, moved from Chicago to California in the spring of 1937, Underwood was signed by Needham, Louis & Brorby as program producer during the West Coast origination. With return to Chicago Cece went along. He has since been a part of that "happy family".

When the Jordans established residence in Southern California in January 1939, Needham, Louis & Brorby opened Hollywood offices. Underwood was made manager-producer with regular assignment later also including the weekly NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. Cece has helped formulate and produce *Fibber McGee & Molly* summer replacements which include *Attorney-at-Law* in 1938; *Alec Templeton Time* in 1939; *America Sings* with Meredith Wilson's orchestra in 1942; *Hap Hazard* with Ransom Sherman in 1941; and the combined Meredith Wilson-John Nesbitt program of 1942.

Away from radio Underwood is a 14-handicap golfer. He's also a badminton enthusiast and reads adventure stories for relaxation. He enjoys traveling by plane and has 200,000 miles to his credit. Quick-witted, and soft spoken, Cece is 5 foot, 11¾ inches tall and carries his 170 lbs. well.

Married to Harriet Killmartin of Spokane on June 9, 1922, they have three children: Doris, a sophomore at UCLA; Jack in his second year at Hollywood High School and Don, a junior high school student.

Personal NOTES

WILLARD EGOLF, commercial manager, and Walt Dennis, sales promotion manager of KVOO, Tulsa, have left on a tour of midwestern and eastern cities for KVOO promotion. Mr. Egolf will attend the American Federation of Advertising board of directors meeting in New York Sept. 25, as newly elected vice-president.

ROBERT CADE WILSON Jr., formerly with CBS, more recently with the sales staff of *The American Weekly*, has been commissioned captain in the Provost Marshal General's Dept. of the Army.

YALE LASKER, son of George Lasker, general manager of WORL, Boston, has joined the Army Air Forces. He will continue studies at Northeastern U until called for active duty.

BERT PIKE and Bert Wallace have joined the sales staff of CKGB, Timmins, Ont.

ANDY WARLOWE, former newspaperman of Lindsay, Ont., has joined the sales staff of CHEX, Peterboro, Ont.

RILEY L. McQUAGE, in charge of promotional and feature advertising for the *Jacksonville Journal* for eight years, has joined the sales and promotion department of WJHP, the *Journal* station. In 25 years as a newspaper advertising man, he was also advertising manager of the *Cotton Trade Journal*, and feature advertising manager of the *New Orleans States*.

RALPH R. BRUNTON, president of KQW, San Jose, Cal., has been appointed to the advisory committee of the San Francisco League for Service Men.

NEAL B. WELCH, veteran South Bend newspaperman, and former advertising executive of the *South Bend News-Times*, has been appointed promotion manager of WSBT, South Bend.

MARTIN CODEL, publisher of BROADCASTING, is in London, making a study of Anglo-American broadcasting relations.

CHARLES BENZINGER, former assistant to Ralph Gleason, trade news editor of CBS, has been accepted as a cadet in the Army Air Corps, and has been assigned to the CBS news desk while he awaits word from the Army. Succeeding him as Mr. Gleason's assistant is Joan Lane, formerly of the CBS magazine division.

ALLEN SOLADA, veteran radio commercial executive, has been named commercial manager of WSBA, York, Pa. In 1927, Mr. Solada was with WHP, Harrisburg. He has done sales work with WICC, New Haven; KFEL, Denver; WNAC, Boston.

DONALD P. CAMPBELL, of the BLUE sales staff, is the father of a boy, his first child.

DAN DONNELLY, formerly commercial manager of KGB, San Diego, and KDB, Santa Barbara, has joined KFRC, San Francisco, as an account executive.

PAT WEAVER, assistant radio chief, Office of the Coordinator of Inter-American Affairs, New York, joins the Navy as lieutenant (j.g.) on Oct. 1.

MRS. FLORENCE MILLER, new to radio, has joined the sales staff of WJHL, Johnson City, Tenn.

JOAN ADAMS, director of women's programs of WEIM, Fitchburg, Mass., has been granted leave to serve on the production staff, foreign division, of the Office of War Information, New York branch.

HOWARD RAY, former program director of KPRO, Riverside, Cal., has been promoted to assistant manager.

DAN DONNELLY, formerly manager of KDB, Santa Barbara, Cal., and previous to that commercial manager of KGB, San Diego, Cal., has joined KFRC, San Francisco, as account executive.

A. D. WILLARD, Jr., general manager of WJSV, Washington, for the second year has been named chairman of the local YMCA membership drive. Last year his campaign netted an all time high membership for the 'Y'.

BEHIND the MIKE

VAN DES AUTELS, chief announcer and program director of KFAC, Los Angeles, has joined the Navy as chief specialist and is in training at San Diego (Cal.) Naval Base. Harry Mitchell has taken over his station duties.

BETTY HARVEY, of the talks department of the Canadian Broadcasting Corp., Toronto, has become engaged to Maurice Maden, formerly of the CBC office staff and now with the Royal Canadian Army Service Corps.

TOM BAKER, program department of the Canadian Broadcasting Corp., Toronto, recently became the father of a daughter, Catherine.

JAMES KINLOCK, in charge of English news at the Canadian Broadcasting Corp. news room, Montreal, has been transferred to the CBC Central news room at Toronto.

BILL KALVIANO and Eddie Fitzgerald are new announcers at WMUR, Manchester, N. H.

EDWIN G. O'CONNOR, formerly of WJNO, W. Palm Beach, WPRO, Providence, R. I., and WDRC, Hartford, is now first class seaman in the Coast Guard. Bob Avery, formerly of WTHT, Hartford, has joined WDRC staff.

ERAL YOUNKER, former program director of KPAC, Port Arthur, Tex., is now night program director of KTRH, Houston, Tex.

GEORGE BOWDLER, a citizen of Argentina and now a student at Furman U, Greenville, S. C., has become part-time announcer of WFBC, Greenville, S. C., replacing Bill Miller who has entered Citadel Military Academy.

EDWARD G. LODTER, professor of foreign languages at Milligan College, Johnson City, Tenn., has joined the announcing staff of WJHL, Johnson City, replacing Tom Morris, who will take post graduate work at Suwanee College.

JOSEPH A. SHORT, program director of WHCU, Ithaca, married Patricia Mooney of Forest Hills, New York, on August 29. Jean Avery has joined the continuity staff of WHCU, replacing Clara Orzino who recently left to be married.

KEN HOUSEMAN, former assistant program director of WJHP, Jacksonville, and announcer-producer of WWJ, Detroit, is now program director of WEIM, Fitchburg, Mass. Bob Reynolds, formerly of the *Springfield* (Mass.) *Republican* and sports announcer and commentator for WHAI, Greenfield, is now head of special features division of WEIM.

HARRY L. BECKER, program director of KGGM, Albuquerque, N. M., will join the Army Sept. 30. George Thorne, KGGM announcer, will join the Army Air Forces. New additions to the staff are David Segal, Allen Rhinehart and Hal King.

BERT PIKE, of North Bay, Ont., and Bert Wallace of Toronto, have joined the sales staff of CKGB, Timmins, Ont.

JOHN KENNEDY, Hollywood announcer, has replaced Knox Manning as narrator on the weekly BLUE Pacific Coast program, *Hero of the Week*, sponsored by Austin Studios, Los Angeles (chain photographers). Manning recently joined the Army Air Forces.

WILBUR MORRISON, one of the first staff members of WGY, Schenectady to enter service, has been commissioned a lieutenant in the Army Air Forces.

ART HOLBROOK, program director of WIBW, Topeka, Kan., and coordinator for radio communications for the Kansas Council of Defense, has joined the Coast Guard with a coxswain rating.

NOELLA GOULET, formerly at the Northern Broadcasting System main office, Timmins, Ont., is now traffic manager of CKGB, Timmins. Albert Aube, French announcer on the Sunday newscasts of CKGB, is now on the regular announcing staff. He has been loaned for a month to CKVD, Val d' Or, to conduct French news programs.

MARY MAXINE HENRY has joined the news staff of KVOO, Tulsa, and Joanna Green, of the Cheney School of Speech, Bartlesville, Okla., has been hired as KVOO's first girl announcer.

HARRY W. FLANNERY's book *Assignment to Berlin* will soon go into its fifth printing. Flannery, formerly CBS correspondent in Berlin, is now CBS West Coast commentator.

JEAN McDUFF, recent U of Missouri journalism graduate, is the first woman on the news staff of KXOK, St. Louis, replacing Bill Gregory, who has become a Naval Flying Cadet. C. L. Thomas, KXOK program director, has been ill, but is expected back soon.

CARL THOMPSON and Ezrel Wages, of the clerical and office staff of WSB, Atlanta, have enlisted in the Army and Navy respectively.

BILL MICHELSON, member of the guest relations staff of KOA, Denver, is on leave to serve as a cadet officer in the Merchant Marine.

DON TOLLIVER, former announcer, and head of the special events dept. of WOWO-WGL, Fort Wayne, has joined the Army Air Forces.

VICTORIA COREY, coordinator of war service programs for KDKA, Pittsburgh, has been appointed district chairman, for Pennsylvania and Delaware of the newly-organized women's activities group of the NAB.

WALTON McKINNEY, staff tenor of KOIN-KALE, Portland, Ore., was sworn into the Navy on his final broadcast.

GERALDINE VOGEL has joined the news staff of KVOO, Tulsa, Allan Page, assistant program director, will be program director, replacing Edward C. Coontz, who is now a Marine. Sam B. Schneider, farm editor of KVOO, has been named Oklahoma State radio chairman of the Oklahoma Salvage for Victory Committee.

ROGER ADAMS, announcer at WADC, Akron, for the past 12 years, is in the Army, studying to be a radio operator. Horace Norman, four years a WADC announcer, is also in the Army.

CAMPBELL RITCHIE, announcer of CKLW, Windsor-Detroit, has been commissioned a lieutenant with the Essex Scottish Regiment of the Canadian Army.

VAN C. NEWKIRK, program director of Don Lee Broadcasting System, has returned to his Hollywood headquarters following a conference of Mutual and affiliated stations' program directors in Cleveland.

DAVID YOUNG, chief continuity writer of KHJ, Hollywood, has been elevated to production manager of that station. He replaces Jim Burton who has been named special producer of Music Corp. of America, Beverly Hills talent service. Young's former duties have been taken over by Wallace Ramsey, of the station's continuity department.

HUGH BRUNDAGE, Hollywood announcer, has joined the Coast Guard as apprentice seaman.

N. D. JOLLEY, formerly announcer-writer of KOME, John Harrison, announcer-singer of KTUL, and Lou Kemper, producer-vocalist of KVOO, Tulsa stations, are privates in the Marine Corps and currently stationed in San Diego, Cal.

Meet the LADIES

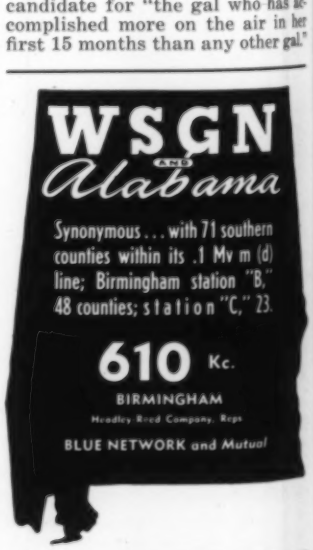
FLORENCE MEYERS

WMAM's "Jack of all trades" is Florence Meyers, officially director of women's features and continuity head of the Marinette, Wis., station, but actually a writer, musician, business woman and general expert.

Miss Meyer known on the air as "Mary Kay", joined WMAM in March, 1941 to take over *The Woman's Corner*. Under her direction the program became strictly household, food and family. Lighter human interest items were saved, and *We Women*, a chatty quarter hour of personality pointers, reviews and stories about women in the news, was created.

This is her work on the air. But in addition, Florence plays the pipe organ, conducts the children's story program, organizes and acts as commentator at the annual WMAM Spring style show, operates a Saturday afternoon jive program, does commercial continuity.

"Mary Kay's Jive Session" is so popular among young people that high school students of the area asked if they could hold a dance in the studio while Mary Kay did the broadcast. Miss Meyer wrote *Speak Up, America*, WMAM bond selling show which gained national recognition from the Treasury Dept. No wonder she's WMAM's candidate for "the gal who has accomplished more on the air in her first 15 months than any other gal."


WSGN
AND
Alabama
Synonymous . . . with 71 southern counties within its .1 Mv m (d) line; Birmingham station "B," 48 counties; station "C," 23.
610 Kc.
BIRMINGHAM
Headley-Reed Company, Reps
BLUE NETWORK and Mutual

JOHN LALLY, announcer of NBC Hollywood, and Catherine Schall of that city, were married in Las Vegas, Nev., Aug. 27, it was just revealed.

JERRY DONAHUE, of NBC Radio-Recording Division, Hollywood, has been inducted into the Army.

LT. RICHARD B. MACAULEY, formerly Hollywood freelance radio writer and currently stationed at West Coast Air Forces Training Center, Santa Ana, Cal., has been promoted to captain.

SAM MOORE, Hollywood writer, has been signed to collaborate with John Whedon on the weekly NBC *Great Gildersleeve* program, sponsored by Kraft Cheese Co. (Parkay margarine).

JANET JENKINS, who formerly conducted the women's shopping program as Nancy Dixon on KYW, Philadelphia, has been commissioned a second lieutenant in the WAACS. She was a member of the first class to graduate from the office candidate school at Fort Des Moines, Ia.

ROSALIND LARGMAN resigned as continuity writer of WFIL and its FM adjunct, W53PH.

DORIS TURNER, of the publicity department of WFIL, Philadelphia, and William R. Patterson, have announced their engagement.

EDDIE FIRST has resigned from the announcing staff of WFIL, Philadelphia, to freelance.

TOM LIVEZEY, associated with numerous stations in Philadelphia for the last 12 years, has joined WCAU, Philadelphia.

JOE McCAULEY, announcer of WIP, Philadelphia, succeeds Mort Lawrence, resigned, as "pilot" of the all-night recorded *Dawn Patrol* for the Pep Boys, auto accessories chain stores.

GIL BABBIT, of the staff of the *Philadelphia Inquirer*, and one time associated with the industry as radio columnist and station publicity director, joins WPEN, Philadelphia, to head the newly-enlarged promotion and station promotion department. He succeeds Ray Schaeffer, who joined the Signal Corps. Jerry Austin, relief announcer of the station, who has been temporarily handling the station's publicity, will be his assistant.

JAY WESLEY, special events announcer, and coordinator of war broadcasts at WEEI, Boston, has joined the Office of War Information in New York to make transcriptions for shortwave broadcast.

ANDY KELLY, who joined publicity department of CBS, Hollywood, two weeks ago has been elevated to publicity director. He replaces Hollister Noble, recently commissioned as captain in the Marine Corps.

RICHARD BROOKS, Hollywood writer-actor of the weekly BLUE *Inevitable Mr. Sand*, and William Johnson, formerly of Paramount Pictures Inc. radio department, has joined the production staff of that network replacing Myron Dutton and Arnold Maguire. Dutton has been appointed producer of The Biow Co. with Maguire joining Lord & Thomas in a similar capacity.

TOM HUDSON, Hollywood announcer on the weekly NBC *Rudy Vallee Show*, sponsored by Sealtest Inc. (dairy products), has joined the Coast Guard.

ROBERT DWYER, Hollywood production contact of Wade Adv. Agency, has been appointed producer of the four-weekly quarter-hour BLUE program, *Lum & Abner*, sponsored by Miles Labs. (Alka-Seltzer).

GIL WARREN, announcer of KFWB, Hollywood, has resigned to join shortwave station KWID, San Francisco, in a similar capacity.

DAVE SEGAL, formerly announcer of KCRJ, Jerome, Ariz., has joined KGGM, Albuquerque, N. M., in a similar capacity.

KMPC steps up to 10,000 watts

FULL TIME, DIRECTIONAL

The result is an almost complete realignment of Los Angeles stations. By every standard of comparison—power, frequency and clear channel—KMPC is now in the "first group"* of stations offering complete, intensive coverage of Southern California. Yet KMPC is only *fifth* in cost! This new combination of unexcelled coverage and low rates gives advertisers an excellent opportunity to establish or maintain their position in this market at minimum cost.

A "Good Buy" Before... Now Better Than Ever

Advertisers found that even with KMPC's former 5000 watts, they could do a fast, thorough selling job in Southern California for less money. KMPC's new "first group" position makes it more than ever *first* in value! It will pay you to thoroughly consider KMPC as a supplementary station to your present radio schedule, or for giving you thorough coverage by itself. Write today for full information.

***A "FIRST GROUP" STATION... FIFTH IN COST**

		POWER	FREQUENCY	CHANNEL	COST
First Group	KFI	50,000 Watts	640 KC	Clear	First
	KNX	50,000 Watts	1070 KC	Clear	Second
	KMPC	10,000 Watts (Directional)	710 KC	Clear	Fifth
Second Group	KHJ	5,000 Watts	930 KC	Regional	Third
	KECA	5,000 Watts	790 KC	Regional	Fourth

Affiliated in management with WJR, Detroit and WGAR, Cleveland

National Representatives: Paul H. Raymer Company, New York, Chicago, Detroit and San Francisco

JOHN NICKEL, in charge of the transcription library at KFRC, San Francisco, recently joined the army. He has been replaced by Amie Lawrence, formerly of KLX, Oakland, Cal.

BOB DWAN, production manager of KGO, San Francisco, recently became the father of a baby boy.

TED LENZ, newscaster of KSAN, San Francisco, has been promoted to production manager of the station.

MADELINE ATTABIT, assistant traffic manager of KPO, San Francisco, has resigned. She is replaced by Vera Lashin. Patricia Mitchell has been added to the traffic department.

JAMES H. GARRETT, formerly with WLOK, Lima, O., joins WDRC, Hartford, as announcer on Sept. 15.

RAY BARRETT, chief announcer of WDRC, Hartford, joins the Army Sept. 15 as volunteer officer candidate.

DALE W. CENTER of the stenographic department of NBC-Chicago and graduate of the employes announcing school, on Sept. 6 joined WKMO, Kokomo, Ind., as an announcer.

GEORGE VOUTSAS, producer of NBC, Chicago, for the past 14 years, on Sept. 11 will report to the Army as a private.

ROSS E. MOHNEY, announcer of WCED, DuBois, Pa., and later with WLVA, Lynchburg, Va., recently married Rebecca Beverage. He is now in the office of Navy Censorship, Washington.

BOB HARRIS, former announcer at KLZ, Denver, has joined the U. S. Navy. He expects to be assigned to recruiting work.

ROY HANSEN, formerly with WKAT, Miami Beach and WLOF, Orlando, has joined the announcing staff of WJNO, West Palm Beach.

HOWARD EVANS, new to radio, has joined WJLS, Beckley, W. Va.

BOB MORRIS, formerly of WJLS, has rejoined the announcing staff.

JAMES GARRETT, formerly of WFBM, Indianapolis, and WLOK, Lima, O., joins the announcing staff of WDRC, Hartford, Sept. 15.

BOB MAHANEY, chief announcer for WIBX, Utica, and formerly announcer of WSYR, Syracuse, WBEN, WEBR, Buffalo, and WGY, Schenectady, left Sept. 3 for Camp Upton where he is acting corporal in charge of his draft contingent.

WILLIAM J. NELSON, of the promotion department of WLS, Chicago, on Aug. 29 married Mary Jane Dewey, of Oak Park, Ill.

WELLS BARNETT Jr., formerly sales service manager of WLS, Chicago, and son of Wells H. Barnett, president and radio director of Weston-Barnett Adv. Agency, Waterloo, has joined the Army Air Forces. Karl R. Stuphin, formerly of *Golfing* and *Golfdom*, succeeds him.

BORRIE HYMAN, head of the guest relations staff at KPO, San Francisco, has resigned to join the editorial staff of the *Chronicle*. He is replaced by Art Holter. John Barber resigned KPO to join the OWI. Additions to the KPO messenger staff include Bob Ogle, Walter Tolleson III and Ray Andriesse.

JACK LATHAM, announcer of KFI-KECA, Los Angeles, is the father of a girl born Sept. 1.

ROLAND HANEL has resigned from the publicity department of WHN, New York, to take a defense job at the Navy Yard in Philadelphia.

ROBERT R. LEE and Raymond Ward have joined the guide staff of NBC-Chicago.

DEAN STUART, formerly of KYA, San Francisco, has joined the announcing staff of KQW, San Jose, Cal.

HERB HERZENBERG, commentator, has joined the army as a captain.

LARRY SHIELDS, new to radio, has joined KPRO, Riverside, Cal., as a junior announcer.

TOM HUDSON, announcer on NBC's *Rudy Vallee Program*, has resigned to enlist in the Coast Guard.

LEHMAN E. OTIS, former news editor of the United Broadcasting Co., New York, has joined CBS as a writer in the news room. Another newcomer to CBS is Bernard F. Dudley, formerly an announcer of WNAC and WAAB, Boston, now CBS staff announcer. Mike Foster, staff writer in the CBS publicity department, has joined the Army as a private, and Marion Mitchell, of the fashion service, joins the Army Air Transport Command next week as a civilian cryptographer.

Frank Norris Directing 'March of Time' Staff

NEW *March of Time* staff since the program went on NBC is headed by Frank Norris, managing editor, with Adrain Samish, producing editor, and Alexander Stronach, director of production. Mr. Norris is responsible to *Time* for operation and policy of the program, while Mr. Samish has charge of organization, writing and editing of scripts.

Garrett Porter, Paul Milton and Palmer Thompson are script-writers, replacing Finis Farr and Joel Sayre who will devote their time exclusively to preparing programs for WQXR, New York, now partly owned by Time Inc. Thomas Durrance is program Washington representative, arranging pickups and handling censorship problems.

HAL WAGNER, formerly night supervisor of MBS, has been appointed assistant to Adolph Opfinger, program director. His night duties at MBS have been taken over by Melvin Vickland, previously in charge of allnight operations for CBS.

ARTHUR KURLAN, former director of the MBS *Keep 'Em Rolling* series for the WPB, has been commissioned a lieutenant (j. g.) in the Navy and is currently handling recruiting for the Naval Aviation Cadet selection board.

ROBERT JONES, of the BLUE station relations department, resigns Sept. 17, to join the Navy as ensign at Dartmouth, where he will train to be aviation ground officer.

DEL KING, formerly announcer with WLW, Cincinnati, and CBS West Coast, has joined KMOX, St. Louis.

FORD COWING, announcer of WHEC, Rochester, N. Y., has enlisted in the Army. Foster Brooks has taken over the morning *Musical Clock*, replacing Jack Barry who switched to the sports department.

LOUISE McCAFFREY, secretary to Johannes Steele, news commentator of WMCA, New York, has announced her engagement to Frank Whitenack of Curtiss-Wright Corp. in New Jersey.

BOB INGHAM has rejoined WJW, Akron, after seven years that included baseball announcing on WTOL, Toledo, and KLO, Ogden, Utah. He will be *Erwin Brew Sportscaster*.

JAMES WINCHESTER has resigned from the CBS publicity department to enlist in the Air Corps. He is stationed at Ellington Field, Houston.

DICK BARD, formerly with the publicity department of WNEW, New York, has been promoted to a captaincy in the Army. He is in the Intelligence Division.

"DON'T SLIP UP ON PICKIN' THE RIGHT STATION TO COVER THE RED RIVER VALLEY! US FOLKS LISTEN TO WDAY—THE ONLY STATION REACHIN' THE WHOLE TERRITORY!"

WDAY

FARGO, N. D.—5000 WATTS—N. B. C. & BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

NOW—
For COMPLETE Coverage in ALABAMA
it's
The ALABAMA TRIO

Alabama's vast spending power extends the length of the state and payrolls are at record figures. There's a better rate—*and better coverage*—on the ALABAMA TRIO. Save a full *10%* when you use all three!

WSGN BIRMINGHAM | WSFA MONTGOMERY | WALA MOBILE

REPRESENTED BY HEADLEY REED CO.

EDWARD M. GROHS, purchasing agent in the New York office of MBS, has reported for duty as a first lieutenant in the Army Signal Corps.

JERRY FRANKEN, radio editor of *PM*, New York newspaper, was heard in a *Double or Nothing* broadcast on Mutual in tribute to the Merchant Marine, Friday, Sept. 11.

DOUG MONTELL, West Coast football sportscaster and public relations director of Tide Water Associated Oil Co., has resigned to accept a commission as captain in the Marines.

HAL BURDICK, writer of the General Mills dramatic serial *Dr. Kate* released on West Coast stations, is on a three-week tour of eastern and western NBC centers to study General Mills serial shows. His tour will include a conference at Minneapolis with executives of General Mills and officials of the Knox Reeves agency.

BLANCHE AMES, formerly manufacturer's agent in South America for United States cosmetics firms, has joined the guest relations staff of KPO, San Francisco, as receptionist.

GEORGE FENNIMAN recently joined KSFO, San Francisco, as newscaster.

MARVIN GRAHAM, newscaster, has been added to the staff of KGO, San Francisco.

RAY EDWARDS, formerly of WCOL, Columbus, and Ed Langdon, from WTTM, Trenton, N. J., have joined WKBN, Youngstown.

JACK TEMPLE, announcer-newscaster of KYA, San Francisco and brother of Shirley Temple, film star, has started *Hollywood Star Parade*, thrice-weekly commentary on the cinema world.

PAUL COURTNEY, formerly of the staff of the *Rockford Morning Star*, Rockford, Ill., has joined the staff of the Air Edition of the *Chicago Sun* on WJWC, Hammond-Chicago.

HOWARD BARNES, assistant director of music of CBS, has been commissioned an ensign in the U. S. Naval Reserve.

RICHARD DORF, of the program department of the FM station of WHN, New York, has resigned to report for duty in the Army. Ray Winters, WHN announcer, is in Chicago awaiting an Army call.

MERRILL TRAPP, formerly salesman and announcer of WDSM, Duluth, Minn., has joined the sales staff of WJWC, Hammond-Chicago.

ZANO WALL, of the commercial department of WWNC, Asheville, N. C., recently became the father of a girl.

Miss Darst on KMOX

KATHERINE Darst, St. Louis newspaperwoman and one of the city's first woman commentators, has joined KMOX, St. Louis, and is scheduled to give a five-weekly 15-minute news analysis. Miss Darst first went on the air in 1934 as women's editor of the St. Louis *Globe-Democrat* with a daily newscast on KMOX. Her newspaper career began on the *St. Louis Star* and included work on the *Brooklyn Eagle* and eight years on the *Globe-Democrat*.

SERIES of 26 15-minute transcriptions dramatizing Marine exploits in the war will be available to stations about Oct. 1 as part of the Corps' recruiting program. Recorded by NBC Transcription Division, the discs use professional actors, and finish with a brief recruiting talk.

Legion Coverage

AMERICAN LEGION convention, opening in Kansas City, Saturday, Sept. 19, will be covered in three broadcasts by BLUE, including ceremonies in connection with the presentation of the Legion's Auxiliary Radio Award to the network which has made "the greatest overall contribution to our war effort," Sunday, Sept. 20. Mutual also plans to cover the convention, altho the schedule has not yet been set. NBC and CBS have no plans at present for convention broadcasts.

KFI-KECA Shifts

IN A REALIGNMENT of personnel, John I. Edwards, production manager of KFI-KECA, Los Angeles, has been appointed program director. He succeeds Glan Heisch who resigned to join the Office of War Information in San Francisco. Don McNamara, staff announcer, has been elevated to production manager. Matt Barr, on the publicity staff of NBC, Hollywood, effective Sept. 15 becomes publicity director of KFI-KECA.

OWI WILL REVISE RADIO WAR GUIDE

REVISION of the existing Radio War Guide will shortly be announced by the radio bureau of the Office of War Information, according to a memorandum from William B. Lewis, radio chief, to station managers. Under the new setup, it was said, only Government announcements which have been approved by OWI will reach the station.

At the same time, Mr. Lewis expressed his gratification over the cooperation of stations in placing Government messages on the air and in working out the machinery of placement.

He also praised the stations for their participation in the current campaign on the United Nations. However, since some stations found it difficult to allot 10 daily announcements to the United Nations in addition to other Government announcements Mr. Lewis advised them that these spots might be reduced from 10 to 6 per day.

Ohio State U Publishes Critical Study of Radio

COLLECTION of 11 essays by Norman Woelfel, assistant director of the General Education Board sponsored by the Federal Radio Education Committee of the FCC, have been included in Bulletin No. 62 of The Evaluation of School Broadcast publications of Ohio State U, a critical appraisal of the social, artistic and educational significance of radio.

With the title *Radio Over U. S. A.* the essays were collected from a series in the professional education journal *Frontiers of Democracy*, and in *Child Study*. Included are five articles on radio as a contribution to national morale, and two essays each on radio for children, radio as a distinctive art form, and radio the universal school.

WFVA, Fredericksburg, Va., sent Charlotte Smith, who was "Miss Fredericksburg" in the "Beauty Queen of the South" contest held over the station last summer to the Atlantic City "Miss America" Beauty Pageant as Miss Virginia for 1942.

MORE power on WSIX, "The Voice of Nashville", means more punch . . . more sales . . . more service to EVERY advertiser.

Stepped up from 250 to 5,000 watts, with—as yet—no change in rates, advertisers on WSIX are getting greater coverage for their money.

If you want to cover the rich Nashville market, come in on these old rates now!

SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS — WSIX "The Voice of Nashville" NASHVILLE, TENN. — 980 KILOCYCLES

WMAQ is the station most Chicagoans listen to most.

WMAQ is the station which carries 7 of the 8 most popular programs on the air.

WMAQ is the station most people in 33 important trading centers listen to most.

WMAQ is the Chicago station listened to most in 9 metropolitan centers.

WMAQ is the station that most people in 123 counties of Illinois, Indiana, Michigan, Iowa and Wisconsin listen to most.

And as a consequence, it is the best vehicle for your sales message in the Nation's second market.

WMAQ Chicago

Key NBC Network Station in Chicago

Represented by NBC Spot Offices in

New York Chicago Boston Washington Cleveland Denver San Francisco Hollywood

Agencies

STANLEY TOBIN, formerly publicity director of Geyer, Cornell & Newell, New York, has joined the public relations staff of N. W. Ayer & Son, Philadelphia. He has been engaged in public relations work since 1929 and prior to that worked on several newspapers.

RUSSELL K. CARTER, for 11 years president of the Carter-Thomson Co., Philadelphia advertising agency, has joined Gray & Rogers, Philadelphia, as account executive. The Carter-Thomson agency filed a voluntary petition for bankruptcy last month in the U. S. District Court.

KENNETH BEAVER, manager of the San Francisco office of Long Advertising Service, recently received a commission as lieutenant in the Navy.

BOB WELCH, Hollywood producer of Young & Rubicam, on the weekly *Eddie Cantor Show* sponsored by Bristol-Myers Co. (Ipana, Sal Hepatica), has been shifted to the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Grapenuts), in a similar capacity. Latter program resumes Oct. 4, following a summer layoff.

BOB HOLBERT, formerly of Myron Selznick & Co., Hollywood talent agency, has joined the Army Air Forces ferry command. He is currently stationed at Prescott, Ariz., for his training period.

H. L. HULSEBUS, formerly vice-president in charge of space of the recently dissolved Stack-Goble Adv. Agency, Chicago, has joined Leo Burnett Co., Chicago, as account executive in charge of Atchison-Topeka & Santa Fe Railroad account.

JEFFERSON KAYE WOOD, account executive of Buchanan & Co., Los Angeles, is a commissioned captain in the California State Guard.

RALPH HART of the radio department of Lord & Thomas of Canada, Toronto, has joined the Royal Canadian Artillery.

PAUL H. BOLTON, president of Bolton Advertising Co., Youngstown, O., and chairman of the Victory Publicity Committee of the International Affiliation of Sales & Adv. Clubs, as well as of various salvage campaigns, has been appointed by Director Joseph B. Eastman of the Office of Defense Transportation as Chief of Campaigns Section, Division of Information, ODT. He will serve as liaison with the Office of War Information on all publicity campaigns for U. S. Truck Conservation Corps, "Share-the-Ride", Retail Deliveries, Passenger Travel, Auto and Tire Conservation and other drives.

WILDER BRECKENRIDGE, former general manager of Newspaper Advertising, Inc., and previously sales manager of the Bureau of Advertising, ANPA, has joined Kenyon & Eckhardt, New York, in an executive capacity. Mr. Breckenridge was also closely associated with the late Henry Eckhardt, former president of the agency, in the organization and operation of the Continuing Study of Newspaper Reading.

JOHN C. McMANEMIN Jr., previously copy writer of William Esty & Co., J. M. Mathes Inc., and N. W. Ayer & Son, all New York firms, has joined the copy staff of Maxon Inc., New York. McManemin's most recent position was with Revere Copper & Brass Inc., New York, where he handled the Revere Award, industrial promotion project.

CARL G. SUBER, formerly with N. W. Ayer & Son, New York, has joined J. M. Mathes Inc., New York, as account executive. Samuel Lanham, copywriter of Mathes, has been commissioned a lieutenant in the Naval Reserve and has reported for active duty.

F. KENNETH BEIRN, account executive of Pedlar & Ryan, New York, has received a leave of absence from the agency to join the OWI as a campaign manager in the bureau of campaigns. His duties at Pedlar & Ryan, have been tken over by his former assistant, MacDonald Gillespie.

HAROLD L. IVES, secretary and treasurer of Anderson, Davis & Platte, New York, has joined the Army as a private. His duties have been taken over by L. G. Van Akin, vice-president, time and space buyer of the firm.

KENNETH GRIFFITHS, of the service detail department of Arthur Kudner Inc., New York, has resigned to join the OWI in New York.

EDWIN P. CURTIN, formerly radio publicity director of BBDO, New York, and now adjutant of the Third Training Regiment at Camp Wheeler, Ga., has been promoted from the rank of captain to major.

A. R. WHITMAN, account executive of Benton & Bowles, New York, has been elected a vice-president. Whitman, who joined the agency in 1935, will continue to handle the Prudential Insurance Co. of America account and direct the firm's war activities.

SEND FOR THIS BOOK TODAY!

You'll want it for Facts on the big Iowa market

Here's a survey conducted by Dr. F. L. Whan, Univ. of Wichita, covering 9,218 Iowa families in all 99 counties, fifth in a series of annual studies of the Iowa radio audience. New facts and figures revealed on this billion-dollar market! Tells virtually **everything** about Iowa listeners. Every executive needs it. Write for your free copy. But hurry!

Address Dept. RS,

CENTRAL BROADCASTING CO.

Des Moines, Iowa

AGENCY Appointments

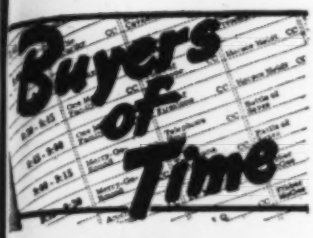
INTERNATIONAL PRODUCTS Corp., New York (Torex Beef Bouillon), to J. Duane Lyon Inc., New York. Newspaper test campaign now; radio after the first of the year.

RECORD GUILD OF AMERICA, New York, to H. A. Salzman Inc., N. Y. Radio will be used.

PANTOTHENIC PRODUCTS Co., Detroit (Chroma-Thenate), to Aarons, Sill, & Caron, Detroit. Radio, newspapers, magazines, direct mail.

New Duff Campaign

TEST campaign for Duff's Waffle Mix, using newspaper and spot radio in seven key cities, was announced by John Walker, sales manager, P. Duff & Sons, Pittsburgh. Radio schedule had not yet been determined, but will likely be similar to one minute spot recordings used this past year for Duff's Gingerbread Mix, according to the agency, Bothwell Adv., Pittsburgh. Test cities are Boston, New York, Baltimore, Washington, Philadelphia, Pittsburgh and Chicago.



DONALD A. BREYER

ONCE A CAMPAIGNER in a political sense, Donald A. Breyer, vice-president, radio director and timebuyer of Hillman-Shane-Breyer, Los Angeles, today directs advertising campaigns for many a choice account carried by that organization.

Don's brief "soapboxing" career began and ended shortly after his graduation from the U of California in 1934 with the gubernatorial campaign of George Creel. Don was placed in charge of the Young People's division. Following that, he joined the Sidney Garfinkel Adv. Agency, San Francisco, as an account executive and remained until 1936.

His early radio experience dates back to that period when for more than two years, he was also writer-commentator of the quarter-hour chatter program, *Hollywood Reporter*, sponsored by Joseph Magnin Co., San Francisco (department store) on KPO, that city, and later released via transcriptions on seven other stations. After a tour as sales promotion and advertising manager of the C. H. Baker Co. (California shoe chain), in San Francisco, he again joined the advertising agency. Armed with a new point of view and an appreciation of the problems of the field, he renewed his former affiliation in late 1939, this time as a managing partner of the agency in charge of the Los Angeles office, then being established. He continued until the agency's Southern California office merged with Hillman-Shane Adv. Agency in August, 1941. In December of that year he was elected vice-president of the firm and his name was added to that of the firm. Don then took over the radio department in addition to his other executive duties.

Married to Miriam Lubin Aug. 19, 1936, Don makes his home in Beverly Hills close to his Los Angeles office. His relaxation usually consists of a little friendly gin rummy game. Don's sense of humor is adequate to cover any situation. Squab stuffed with wild rice is his favorite dish—and he can prepare it.

KFOR, Lincoln, will join the BLUE as a basic supplementary station Sept. 15, the network's 133d affiliate. Owned by Cornbelt Broadcasting Corp., KFOR operates with 250 watts on 1240 kc. fulltime. Its base network rate is $80 per evening hour.

RECRUITING NURSES
Red Cross Chairman Thanks OWI, Radio for Help

COOPERATION of radio and other media is praised in a letter from Norman H. Davis, chairman of the American Red Cross to Elmer Davis, chief of the OWI, expressing thanks for efforts of the OWI radio staff, and radio sponsors in making the recent Red Cross nurse recruiting drive a success.

The Red Cross chairman wrote:

"I wish to express the deep appreciation of the American Red Cross to you, the members of your radio staff, and through you to the many radio sponsors whose assistance was of great benefit in the recent nurse recruiting drive undertaken by the Red Cross for the Army and Navy.

"Our drive was successful due to the splendid cooperation of radio and other media.

"I know our relations will continue on their present pleasant basis."

Canada Loan Drive

CANADA'S third victory loan is to be launched about mid-October, and the Dept. of Finance has started placing network radio shows in conjunction with the drive. First show is a series of half-hour Sunday evening dramas, between the Jack Benny and Charlie McCarthy programs. These start Sept. 20 on 54 Canadian Stations. A second all-star variety show, similar to variety shows used for other war loan drives with big names from the American and English stage, screen and radio, is understood to start on Oct. 7, but final plans on this show are not yet complete. Both programs are placed by the War Finance Group of the Advertising Agencies of Canada.

O. G. MORBY, former timebuyer for McCann-Erickson, San Francisco, has replaced Frank Oxarart as San Francisco manager of Radio Sales, Inc. Oxarart has been transferred to Hollywood to become network and local sales representative for CBS.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

KSD
EXCLUSIVE BASIC NBC NETWORK
In St. Louis
THERE IS ONE AND ONLY ONE BASIC NBC NETWORK IN THE WORLD
In the prosperous area where St. Louis is the center, KSD is the only basic NBC Network station. It is 225 miles from KSD to the nearest NBC station.
Full 24-HOUR Associated Press Service
A Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WADC, Akron

Purity Bakeries Corp., Chicago (Taystee bread), 5 *ne* weekly, 3 years, thru Campbell-Mithun, Minneapolis.
Carter Products, N. Y. (Arrid), 3 *ta* weekly, 1 year, thru Small & Seiffer, N. Y.
Bulova Watch Co., N. Y. (Bulova watches), 7 *sa* weekly, 1 year, thru The Biow Co., N. Y.
Dr. W. B. Caldwell, Monticello, Ill., (proprietary), 10 *ta* weekly, 1 year, thru Sherman & Marquette, Chicago.
McKesson & Robbins, Bridgeport, Conn. (Calox tooth powder), 5 *sa* weekly, 1 year, thru J. D. Tarcher & Co., N. Y.
Carter Products, N. Y. (Carter's Little Liver Pills), 5 *ta* weekly, 1 year, thru Ted Bates, N. Y.
G. E. Conkey Co., Cleveland (Conkey feeds), 3 *sa* weekly, 1 year, thru Rogers & Smith, Chicago, Ill.
Procter & Gamble Co., Cincinnati (Duz soap flakes), 3 *ta* weekly, 1 year, thru Compton Adv., N. Y.
Household Finance Corp., Chicago (loans), 3 *sa* weekly, thru BBDO, N. Y.
Johnson & Johnson, New Brunswick, N. J. (Band-Aid), 10 *ta* weekly, thru Young & Rubicam, N. Y.
Ludens Inc., Reading, Pa. (Cough drops), 3 *sa* weekly, thru J. M. Mathes, N. Y.
Roman Cleanser Co, Detroit, 7 *sa* weekly, thru Gleason Adv. Agency, Detroit, Mich.
Manhattan Soap Co., N. Y. (Sweetheart soap), 5 sa weekly, thru Franklin Bruck Adv. Agency, N. Y.
Musterole Co., Cleveland (Musterole), 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

CFRB, Toronto

Canada Starch Co., Toronto (corn syrup), 2 *sp* weekly, thru Vickers & Benson, Toronto.
Canada Starch Co., Toronto (corn syrup), *t* series, thru Vickers & Benson, Toronto.
Wm. Wrigley Jr. Co., Toronto (gum), 5 *sp* weekly, thru J. Walter Thompson Co., Toronto.
Gilson Mfg. Co., Guelph, Ont., (stoves), *sp* weekly, thru R. C. Smith & Son, Toronto.

WJZ, New York

N. Y. State Bureau of Milk Publicity, 2 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
John Morrell & Co., Ottumwa, Ia., (E-Z Cut Ham), 2 *sa* weekly, 52 weeks, thru Henri, Hurst & McDonald, Chicago.

WTRY, Troy

Foster-Milburn Co., Buffalo (Doan's Pills), 2 *ta* weekly, thru Spot Broadcasting, N. Y.
Manhattan Soap Co., N. Y. (Sweetheart Soap), 3 *ne* weekly, thru Franklin Bruck Adv. Corp., N. Y.
O'Sullivan Rubber Co., Winchester, Va., (rubber heels), 7 *ta* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (chewing gum), 6 *sa* weekly, thru Newell-Emmett Co., N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 22 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Colgate-Palmolive-Peet Co., Jersey City, (Rinso), 22 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

WDRC, Hartford

American Cigarette & Cigar Co., New York (Pall Mall), 23 *ta*, thru Ruthrauff & Ryan, N. Y.
General Baking Co., New York (Bond bread), 80 *ta*, thru Newell-Emmett Co., N. Y.
H. P. Hood & Sons, Boston (dairy products), 3 *ta*, weekly, thru Harold Cabot Co., Boston.
Lever Bros. Co., Cambridge, Mass., (Vimms), 30 *ta*, thru BBDO, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem), 9 *ta*, weekly, 6 months, thru Joseph Katz Co., N. Y.
Musterole Co., Cleveland (Musterole), 130 *sa*, 6 months, thru Erwin, Wasey & Co., N. Y.

KSFO, San Francisco

Golden State Co., San Francisco (milk), 7 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.
Dairy Belle Dairies, San Francisco (milk), 3 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.
Weinstein Co., San Francisco (department store chain), *sa* series, thru Botsford, Constantine & Gardner, San Francisco.
Union Sugar Co., San Francisco, *sp* series, thru Carl C. Wakefield, San Francisco.
Farm Journal Magazine, Los Angeles, 6 *sa* weekly, thru Clarence B. Juneau Agencies, Los Angeles.
Pacific Telephone & Telegraph Co., San Francisco, *sa* series, direct.

WHN, New York

United Institute of Aeronautics, Hoboken, N. J. (trade school), 5 *sa* weekly, thru J. R. Kupsick Adv., N. Y.
Central Winery, Fresno, Cal. (Legend, Lango, Golden Wines), 10 *sa* weekly, 7 weeks, thru Weiss & Geller, N. Y.
Foster-Milburn Co., Buffalo (Doan's Pills), *sa*, thru Street & Finney, N. Y.

KOY, Phoenix, Ariz.

Ben Hur Products Inc., Los Angeles (coffee, tea, spices), 3 *ne*, weekly thru Barton A. Stebbins Adv., Los Angeles.

KQW, San Francisco

Lever Bros., Cambridge, Mass. (Rinso), 10 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Kellogg Co., Los Angeles, Cal. (Kellogg's Ant Paste), 5 *ta* weekly, thru Elwood J. Robinson Co., Los Angeles.
Larus Bros., Richmond, Va. (Domino cigarettes), 2 *ta* weekly, thru Warwick & Legler, N. Y.
Saturday Evening Post, Philadelphia, 8 *sa* weekly, thru BBDO, N. Y.
Bell Brook Dairies, San Francisco (milk), 6 *ta* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Vick Chemical Co., New York (Vicks Cough Drops), 5 *ta* weekly, thru Morse International, N. Y.
Johnson & Johnson, New Brunswick, N. J. Band Aid), 2 *ta* weekly, thru Young & Rubicam, N. Y.
Luden Co., New York (Luden's Cough Drops), 3 *ta* weekly, thru Mathes Agency, N. Y.
O'Sullivan Co., New York (O'Sullivan Heels), 8 *ta* weekly, direct.
Dr. W. B. Caldwell Inc., Chicago (Caldwell's Syrup of Pepsin), 5 *ta* weekly, thru Sherman & Marquette, Chicago.
Acme Breweries, San Francisco (Acme beer), 4 *ta* weekly, thru Brisacher, Davis & Staff, San Francisco.
Petri Wine Co., San Francisco (wines), 11 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
Fontana Food Products, San Francisco (food products), 3 *sa* weekly, thru Long Adv. Service, San Francisco.

WJJD, Chicago

Christian Science Committee on Publications for Illinois, 3 *sp* weekly, 52 weeks, thru Charles Garland Co., Chicago.
H. Walzer & Co., Chicago (retail furs), 6 *sp* weekly, 52 weeks, thru Rocklin Irving & Assoc., Chicago.
Miller & Co., Chicago (telescopes), 7 *sp* weekly, 4 weeks, thru United Adv. Cos., Chicago.
Continental Baking Co., New York (Wonder Bread), 88 *sa*, thru Ted Bates Co., N. Y.
Overman & Co., New York (Rubber Life), 6 *sp* weekly, thru John P. Myers Co., N. Y.

WIND, Chicago-Gary

H. S. Kass Clothiers, Chicago (men's clothing), 6 *sp* weekly, till forbid, thru Rocklin Irving & Assoc., Chicago.
Pilsener Brewing Co., Chicago (Pilsener beer), 6 *sa* weekly, 4 weeks, thru Jim Duffy Inc., Chicago.
Rev. Quinton J. Everest, Goshen, Ind. (religious), 1 *sp* weekly, 52 weeks, placed direct.
Chicago Furniture Mart, Chicago (retail furniture), 6 *sp* weekly, till forbid, thru United Adv. Cos., Chicago.

WHEB, Portsmouth, N. H.

H. P. Hood & Sons, Boston (ice cream), 3 *ta*, weekly, thru Harold Cabot Co., Boston.

WBBM, Chicago

American Aircraft Institute, Chicago (technical school), 3 *sp* weekly, [illegible] weeks, thru M. A. Ring & Co., Chicago.
Readers' Digest Assn., Pleasantville, N. Y. (*Readers Digest*), 16 *sa*, thru BBDO, N. Y.
Quaker Oats Co., Chicago (Sparkies), [illegible] *sa* weekly, 5 weeks, thru Ruthrauff & Ryan, Chicago.
Vick Chemical Co., New York (Va-tro-nol, cough drops), 3 *ta* weekly, [illegible] weeks, thru Morse International, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 6 *sa* weekly, 12 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Beaumont Co., St. Louis (Four-Way cold tablets), 4 *sp* weekly, 22 weeks, thru H. W. Kastor & Sons Adv. Co., Chicago.
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 3 *sp* weekly, 21 weeks, thru H. W. Kastor & Sons Adv. Co., Chicago.
Groves Labs., St. Louis (Bromo Quinine), 9 *sp* weekly, 22 weeks, thru Russel M. Seeds Co., Chicago.
Ward Baking Co., Chicago (Tip-Top bread, cakes), 6 *sp* weekly, 13 weeks, thru W. E. Long Co., Chicago.
Hanson & Matson Co., Chicago (Oakfield farms, butter), 1 *sa* weekly, 13 weeks, thru Duane Wanamaker Adv., Chicago.
Quaker Oats Co., Chicago (Aunt Jemima Pancake flour), 3 *tp* weekly, 26 weeks, thru Sherman K. Ellis & Co., Chicago.

WMAQ, Chicago

Goldenrod Ice Cream Co., Chicago, [illegible] weekly, 52 weeks, thru Goodkind, Jones & Morgan, Chicago.
Quaker Oats Co., Chicago (Quaker Oats, Mother's Oats), 45 *ta*, thru Ruthrauff & Ryan, Chicago.
Longines-Wittnauer Watch Co., New York (watches), 6 *sp* weekly, 39 weeks, thru Arthur Rosenberg Co., N. Y.

CHEX, Peterborough, Ont.

Thomas J. Lipton Ltd., Toronto (teas and soups), 413 *sa*, thru Vickers & Benson, Toronto.
D & W Coal Co., Toronto, 26 *t*, thru Vickers & Benson, Toronto.
Mason's United Adv. Agency, Toronto (proprietary) 100 *t*, direct.

WABC, New York

Vick Chemical Co., New York (Vick's Vapo-Rub, Vatronol), 3 *sp* weekly, thru Morse International, N. Y.
Plough Inc., Memphis (drug products), weekly *sp*, thru Lake-Spiro-Shurman, Memphis.

WENR, Chicago

Sunway Vitamin Co., Chicago (vitamin pills), 5 *sa* weekly, 13 weeks, thru Sorensen & Co., Chicago.
Dad's Root Beer Co., Chicago, 5 *sa* weekly, 52 weeks, thru Malcolm-Howard Adv. Agency, Chicago.

CKGB, Timmins, Ontario

Thomas H. Lipton Inc., Toronto (tea, soup), 413 *sa*, thru Vickers & Benson, Toronto.
D L & W Coal Co., New York, 26 *t*, thru Vickers & Benson, Montreal.

KECA, Los Angeles

Chlorine Solutions, Los Angeles (Hypro), 3 weekly *sp*, thru Barton A. Stebbins Adv., Los Angeles.
Murine Co., Chicago (eye drops), 6 weekly *ta*, thru BBDO, N. Y.

BIGGEST AND FASTEST SHIP LAUNCHINGS IN THE WORLD..... IS THAT RIGHT, BOYS?
TOO BUSY TA KNOW, BUD! BUT PORTLAND ALWAYS WAS OREGON'S BIGGEST MARKET AN' ANYTHIN' YOU SAY HEREABOUTS WILL MAKE A REAL SPLASH!
KXL

Oregon's highest power station.

Reps.—Joseph Hershey McGillvra—1000 Watts, 750 Kc. Adv.

Open up a third front with the triple power of the Z net.

New York-Chicago Reps.—The Walker Co. Adv.

Radio Advertisers

SOIL-OFF MFG. Co., Glendale, Cal. (cleanser), in a 52-week campaign which started Sept. 7 is sponsoring a thrice-weekly quarter-hour newscast on KFBB, Great Falls; KGVO, Missoula; KOA, Denver; KOB, Albuquerque; KIUP, Durango; KFBC, Cheyenne. Firm also sponsors a thrice-weekly ten-minute newscast, *Bob Garred News*, on 6 CBS Pacific Coast stations (KNX KQW KARM KOIN KIRO KROY), Tuesday, Thursday, Saturday, 5:45-5:55 p.m. (PWT). Agency is Buchanan & Co., Los Angeles. Jefferson Kaye Wood is account executive.

CHR. HANSEN LABS., Little Falls, N. Y. (Junket), will present *The Star Express* on WEVD, 9:50-10 a.m. five days weekly. Program is produced by Joseph Jacobs Jewish Market Organization, New York. Agency is Mitchell-Faust Adv., Chicago.

BLUE BIRD POTATO CHIPS Inc., Oakland, Cal. (Laura Scudder's peanut butter), in a two-month campaign started Aug. 26 is using daily spot announcements on four California stations. List includes KLX, Oakland; KROY, Sacramento; KMJ, Fresno; KMYC, Marysville. Agency is Brisacher, Davis & Staff, Los Angeles.

STANLEY BABINGTON, formerly account executive of the Hubbell Adv. Agency, Cleveland, in charge of the National Refining Co. account, has joined the American Biochemical Corp., Cleveland, to promote the sale of a medical product, Paracelsus, a mineral compound.

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

FTC ORDERS CHANGE IN DIATHERMY ADS

GEORGE S. MOGILNER and James Walker, trading as Merit Health Appliance Co., 707 South Hill St., Los Angeles, selling and distributing a therapeutic device called "Merit Short Wave Diathermy" have been ordered by the FTC to cease and desist certain advertising claims.

Respondents represented that unsupervised use of their device by the public for self-diagnosed conditions through self-application constituted an effective means for the treatment of numerous ailments, including rheumatism, arthritis and others, according to the Commission.

The Commission found that such diathermy machines are used by physicians with caution, after thorough diagnosis, under careful supervision. Respondents were ordered to cease and desist advertising representing their device safe and harmless, or as a competent or effective treatment unless such advertisement is limited to cases where the condition is chronic rather than acute, and unless competent medical authority has determined diathermy is indicated, and the user has been adequately instructed.

Sterling Stockholders To Vote on New Name

A SPECIAL meeting of the stockholders of Sterling Products Inc. has been called for Oct. 15 in Wilmington, Del., to vote on a recommendation of the board of directors that the corporate name be changed to Sterling Drug Inc., it was announced last week by James Hill Jr., president.

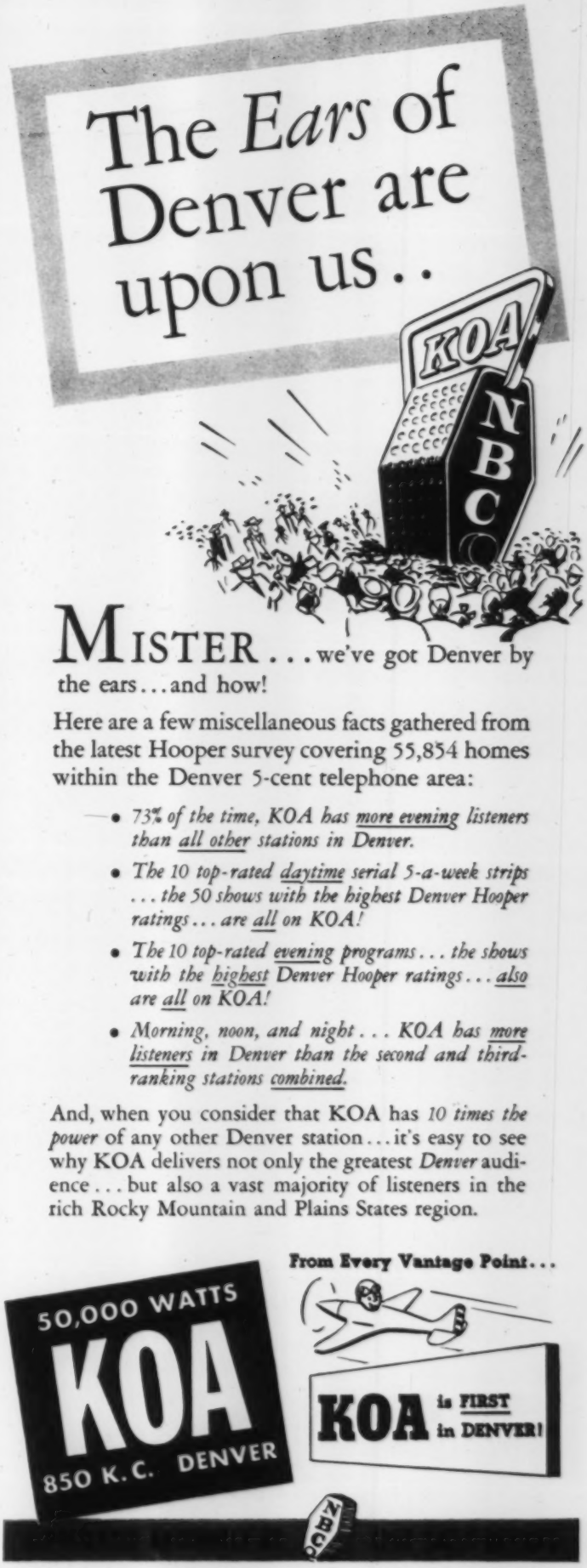
An accompanying letter to stockholders, signed by Edward S. Rogers, chairman, explained that "subject to the passage of pending legislation the corporation may deem it advisable to simplify its subsidiary corporate structure and to operate some of the businesses now being carried on through subsidiaries." The organization includes 29 domestic and a number of foreign companies, all wholly owned subsidiaries.

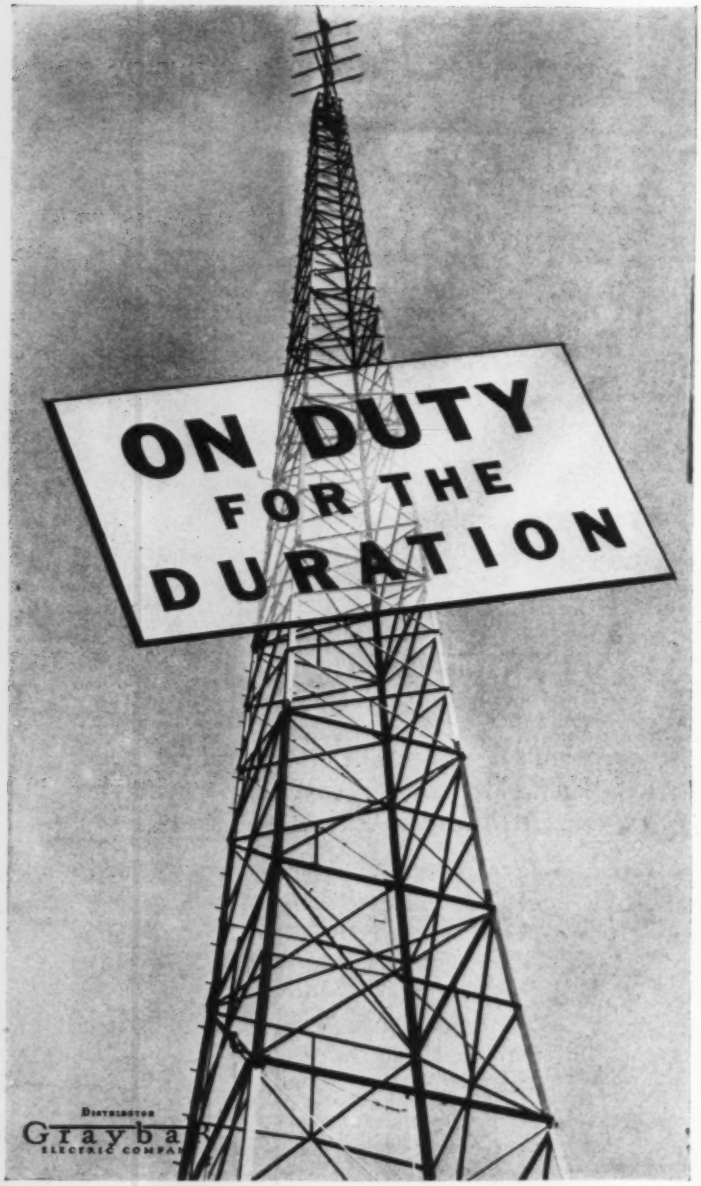
Business Paper Group Sponsoring Ad Contest

AWARD for the best all around use of business paper advertising has been set up by the Chicago Business Papers Assn., with agencies and publishers as well as advertisers eligible to submit any individual ads or campaigns used in 1942.

A specially designed trophy of non-critical material will be awarded for the ad or campaign that best emphasizes the value of over-all planning and execution of business paper advertising. Contest will close Jan. 31, 1943.

KROW, Oakland, Cal., has completed 182 consecutive weeks of broadcasting the Night School of Americanization, a radio feature of the *Italian American Hour*. Since 1938 the program has dealt with American history, citizenship lessons for aliens and topics promoting the democratic ideals and the American way of life.


The Ears of Denver are upon us..
KOA
NBC
MISTER... we've got Denver by the ears... and how!
Here are a few miscellaneous facts gathered from the latest Hooper survey covering 55,854 homes within the Denver 5-cent telephone area:
• 73% of the time, KOA has more evening listeners than all other stations in Denver.
• The 10 top-rated daytime serial 5-a-week strips ... the 50 shows with the highest Denver Hooper ratings... are all on KOA!
• The 10 top-rated evening programs... the shows with the highest Denver Hooper ratings... also are all on KOA!
• Morning, noon, and night... KOA has more listeners in Denver than the second and third-ranking stations combined.
And, when you consider that KOA has 10 times the power of any other Denver station... it's easy to see why KOA delivers not only the greatest Denver audience... but also a vast majority of listeners in the rich Rocky Mountain and Plains States region.
From Every Vantage Point...
50,000 WATTS
KOA
850 K.C. DENVER
KOA is FIRST in DENVER!
NBC



Extra dependability to assure broad, consistent coverage. That's just one of the many things war demands of America's great broadcasting industry. Blaw-Knox is proud that it is helping to answer this challenge — proud that more than 70% of all the radio towers in the nation were built by Blaw-Knox.

BLAW-KNOX DIVISION of Blaw-Knox Co.
2038 Farmers Bank Bldg. Pittsburgh, Pa.

BLAW-KNOX
VERTICAL
RADIATORS
FM AND TELEVISION TOWERS

Agency Copywriters in Chicago Active In Preparing War Savings Broadcast

MANPOWER of the Chicago agency copywriters has been mustered on a voluntary basis by the War Savings Staff of the U. S. Treasury under the direction of R. J. Scott, radio chief of the War Savings Staff for Chicago, to write radio commercials for the Bond drive. At present assignments consist of writing one-minute speeches and one-minute and half-minute announcements of straight copy without dramatization or sound effects.

At a recent Treasury luncheon the following Chicago copywriters were awarded Treasury citations: Kirby Katz, Franklin C. Tyson, Ray Sen, Francis T. Quinn, Jerome Joss, Lee J. Marshall, Earl H. McCloud, David P. Lewis, Robert Knapp, Roland Blair, Howard A. Crum, Robert Gingrich, George F. Drake, Kathryn Brady, Garrick Taylor, Fred Vosse and Herbert White.

The following are actively participating as writers or editors: Berta Hendricks, George F. Drake, Ruth Bond, Blackett-Sample-Hummert; Andrew M. Howe, John J. Lemmon, I. J. Wagner, Arthur Meyerhoff & Co.; Mary McCarty, Weston Hill, Sherman & Marquette; R. L. Hudson, Mitchell-Faust Adv. Co.; W. K. Ziegfield, Robert E. Edmonds, Richard Hill, Young & Rubicam; Harry Bird, McJunkin Adv. Co.

A. D. Reiwitch, Craig E. Dennison Adv. Agency; Jack Gray, The Caples Co.; Ethel Pastornak, Maxine Biesenthal, Harry E. Clarke Adv. Agency; Lee Marshall, Russel M. Seeds Co.: A. J. Bremner, R. McKenzie, Frank Quinn, Lord & Thomas; J. B. Rodgers, The Fensholt Co.; Beulah Karney, U. S. Adv. Corp.; Florence McKenna, Arch MacDonald, Van Carlson, Ruthrauff & Ryan; Maggy O'Flaherty, Booth Luck, Larry Davidson, Wade Adv. Agency; Roland R. Blair, Rogers & Smith.

Robert Gingrich, C. Wendel Meunch & Co.; H. F. Young, Bauder-Baker, P. R. Kuhn, Phil Simons, Burnet-Kuhn; H. C. Hoagland, Western Adv. Agency; Franklin C. Tyson, Erwin, Wasey & Co.; Leo J. Reynolds, Campbell & Reynolds; John Rawlins, Phil Gordon Agency; Earle Ludgin, J. H. Cas Earle Ludgin Inc.; R. O. Geuther Evans Assoc.; Kathryn Brad Geunther-Bradford & Co.; Re Freedman, Malcolm-Howard Ad Agency; R. Van Metre, Leo Ken nedy, Needham, Louis & Brorby

Howard A. Crum, Kirby Kat Ed Aleshire, H. W. Kastor & So Adv. Co.; Helen Gambrill, Clare Acton, Reincke-Ellis-Younggre & Finn; Clyde M. Joice, Garric Taylor, Goodkind, Joice & Morgan Walter Schwimmer, Jerome Jos Fred Vosse, Robert Knapp Schwimmer & Scott; David P Lewis, Harry Atkinson Inc.; W R. Ceperly, Gordon Cloyd, Walte Baers, The Buchen Co.

Ruth Brannan, Bozell & Jacobs Horace W. O'Connor, Albert Frank Guenther Law; Herbert White McCann-Erickson; Edward Bern hard, Roth, Schenker & Bernhard Ray Seng, Roche, Williams & Cun nyngham; Ray E. Broholm, WLS M. Belfield, *Country Life;* Bil Murphy, continuity editor of NBC Jack Mitchell, free lance; Ruth Lawrence, U. S. Savings & Loan League; M. S. Heiss, *Kiwanis Magazine;* and Elinor M. Zeigler *Chicago Sun.*

Ken Carpenter is vice-chairman of the committee on public information for the Treasury.

Macharrie to England

LINDSAY MACHARRIE, BLUE staff production director, has been granted a leave of absence by the network, effective Sept. 20, to go to England to write, produce and direct a series of programs for the American Red Cross. Shows will be shortwaved to this country by the BBC and will also be transcribed for America.

Weather Man Series

WEATHER MAN, Chicago (weather indicators), has purchased *Kitchen Kapers,* live talent quarter-hour six days a week on WHN, New York. Agency is Robert Kahn & Associates, Chicago.

Hourly Block Plan Adopted by Mutual

Balanced Program System to Be Started in October

REVISED network program service, highlighted by a specifically planned hour-by-hour format to go into effect early in October, was announced by Adolph Opfinger, Mutual program director, who presided over a two-day meeting of 15 MBS station program managers and network executives Sept. 9-10 at the Hotel Cleveland, Cleveland.

Mr. Opfinger stated that each hour block of time on the network would become an independent self-sustained unit balancing news, music, variety and war-effort features to offer listeners a varied combination of broadcasts. A feature of the fall schedule, he stated, will be six half-hour variety musical shows inserted in the daytime hours.

13 Newscasters Daily

On each hour from 10 a.m. to 10 p.m., five days per week, Mutual will present 13 different newscasters, including Sydney Moseley, Boake Carter, Cedric Foster, Frank Singiser, Sheelah Carter, Philip Keyne - Gordon, Fulton Lewis, jr., Cal Tinney, Gabriel Heatter, Raymond Clapper and John B. Hughes.

Additional program features designed to spur the war effort will be scheduled into the hour blocks, with new programs of this nature originating from New York and Buffalo. The daily 5:15-6 p.m. *Children's Hour*, now highlighted by *Superman* at 5:30 p.m., will contain two more well known series, details of which will be announced later.

A resolution was adopted by the Mutual program managers pledging further cooperation to the armed forces and the various governmental agencies.

Winchell Leads in West

AUGUST Pacific program ratings released by C. E. Hooper following the measurement of listening homes west of the Rockies, list Walter Winchell's program in first place with 16.7, although the commentator was on vacation and was replaced by substitute commentators. The other nine programs in the Pacific "Top 10" follow in order: *One Man's Family, Mr. District Attorney, Kay Kyser, Sizing Up the News*, News (Alka Seltzer), Frank Morgan, *Adventures of the Thin Man, Major Bowes* and *The March of Time*.

The appearance for the first time of four news reports in the "Top 10" reflects the public's continuing interest in radio news reporting, according to Hooper.

MARK VAN DOREN, chairman of *Invitation to Learning* on CBS, has edited a Home Library Edition of the discussions of literary works, featured on the program. First edition of 50,000 copies has been released by Garden City Publishing Co., N. Y.

LATIN BEAM GIVEN THREE NET SERIES

ADDITIONAL programs to be shortwaved to Latin America in cooperation with the radio division of the Office of the Coordinator of Inter-American Affairs via CBS [BROADCASTING, Aug. 31] are: *Your Hit Parade, Twenty Fifth Letter*, and *Their Words Burn*.

Hit Parade, the American Tobacco show, will be shortwaved to Latin America simultaneously with the domestic broadcast. English announcements will be faded out and Spanish and Portugese messages substituted.

Starting Sept. 18 a series based on the scripts of former CBS series *Twenty Fifth Letter*, will be shortwaved to Latin America.

Their Words Burn, a third series, will consist of dramatizations of the lives of famous European writers whose works have been burned by the Nazis and who have been persecuted by the Axis.

NO GENTLEMAN FARMER is Earl Godwin, wellknown White House correspondent, heard on Ford Motor Co.'s *Watch The World Go By*, BLUE network. Earl spends all his leisure moments on his farm at Fairfax, Va., 15 miles from Washington, doing chores.

Bendix Interested

BENDIX AVIATION Corp., South Bend, Ind., which last year sponsored the Government *Treasury Hour* program on the BLUE for a 13-week period, is reported interested in taking over *Cheers From the Camps*, Army show which General Motors Corp., Detroit, is currently sponsoring on CBS on an institutional basis but will discontinue after the Sept. 29 broadcast. No confirmation of the rumor could be obtained from Campbell-Ewald Co., of New York, agency handling the show for General Motors, nor from Buchanan & Co., New York, the Bendix agency.

Wolters in 'Digest'

LARRY WOLTERS, radio editor of the *Chicago Tribune*, is the author of a feature story in the October issue of *Readers Digest* titled "Command Performance for the AEF". The story describes the operation of *Command Performance*, the War Dept. weekly transcribed program for the forces abroad.

NO WONDER!

This sun-bathed, irrigated empire produces the year-round. Recent nation-wide comparisons of 1929 - 1941 Farm Incomes reveal that Arizona tops every state in the Union with a gain of 147%. This is but one of the many ways in which Arizona's per capita wealth is growing by leaps and bounds. Reach for your share of it through KTAR . . . Arizona's oldest and most powerful broadcasting station.

KTAR

PHOENIX ARIZONA

KEY STATION OF THE

Arizona BROADCASTING CO. Inc.

Represented Nationally by

Paul H. Raymor Company

New York Chicago Detroit San Francisco Los Angeles

Affiliated with the PHOENIX REPUBLIC and GAZETTE

in the CONTROL ROOM

GUSTAVE COOPERSMITH, control room staff member of WGY, Schenectady, formerly of WKIP, Poughkeepsie, N. Y., recently married Miss Barbara Pittman of Mount Vernon.

L. WALT STINSON, chief engineer of KVOO, Tulsa, is on special foreign military service for the Army; Howard Hamilton is acting chief engineer.

CHARLES BEARD, engineer, and Eileen Pitillo, secretary of WWNC, Asheville, N. C., plan to be married Sept. 20.

AL STEIN, former transmitter engineer at KWG, Stockton, Cal., has joined the engineering staff of KPRO, Riverside, Cal.

E. L. BERNHEIM, studio engineer of NBC-Chicago for the past 12 years, has been commissioned a captain in the chemical warfare division of the Army.

GORDON SHAW has joined the operators staff of WCAP, Asbury Park, N. J.

HAROLD STONE is now control room operator of WJLS, Beckley, W. Va.

WILLIAM ROBINSON, chief engineer of WHEB, Portsmouth, N. H., has joined the maintenance staff of CBS, Boston.

WILSON PACE, control operator of WFBC, Greenville, S. C., has been named chief audio engineer. Byron Jenkins has been transferred to the control room. Hubert Brown, chief audio engineer, joined the technical staff of WKRC, Cincinnati, Aug. 15.

Anzac Coverage

FROM halfway round the world, passed by the censor, came a letter to Mildred Bailey, of *Modern Kitchen* broadcast, on WTAG, Worcester, requesting a copy of Miss Bailey's WTAG cookbook. The writer, at 4ZB, Dunedin, New Zealand, had read about the cookbook in the June 1 BROADCASTING.

DICK SEITZ, engineer of WFIL, Philadelphia, has been promoted to engineering supervisor, replacing Lou Littlejohn, who was recently promoted to acting chief engineer.

RAYMOND HARRIMAN, formerly of WBAL, Baltimore, has joined the engineering staff of WIP, Philadelphia.

CHARLIE COLEMAN, engineer of WFIL, Philadelphia, who has been with the station almost since its inception, is at Miami Beach as first lieutenant in the Army Air Forces.

ROBERT SHORT, announcer of WHCU, Ithaca, will also be control engineer of the station.

ART GARCIA, formerly of KICA, Clovis, N. M., is now on the engineering staff of KGGM, Albuquerque, N. M.

JACK R. WAGNER, formerly of the engineering staff of KQW, San Jose, Cal., is now civilian radio engineer with the Signal Corps at McClellan Field, Cal.

SAM LYLES, transmitter supervisor of WPTF, Raleigh, N. C., recently married Daphne Sherrod.

ROLLAND MEDLER, transmitter supervisor of WJHL, Johnson City, Tenn., entered the Army Sept. 2.

MARTHA DEANE, commentator of WOR, New York, demonstrates the effectiveness of "black light lamps" during a studio blackout. Microphone has been painted with invisible paint and script has been typed with a standard typewriter ribbon dipped in the same paint. When exposed to the unseen rays of the ultraviolet lamp, developed by Westinghouse Electric & Mfg. Co., and called the "black light lamp," all painted objects give off a luminous greenish light.

U of Chicago to Conduct Army Electrical Course

NEW 20-week course in advanced radio, electronics, and microwaves will be opened at the U of Chicago for the Army Signal Corps, with men 18-45 who have had college mathematics, including calculus, and a year of college physics, eligible.

The tuition free course is sponsored by the U. S. Office of Education and candidates must apply for admission to the electronics group of the Army Enlisted Reserve Corp. Men accepted are paid $1,620 to $2,600 while at the university, and qualified trainees are awarded second lieutenant's commissions on completion of the work. Men not physically qualified will be used as civilian engineers.

KTHS, Hot Springs, Ark., 10,000-watt clear channel BLUE affiliate on 1090 kc., has appointed The Branham Co. exclusive national representatives, as announced by Kenneth Kellam, manager.

U. S. And British Forces Merging Communications

A PROGRAM of closer coordination of radio and other communication between the United States and British combat forces has been inaugurated following conferences in this country between Air Commodore O.G.W.G. Lywood, Director of Signals, British Air Ministry, and officers of the U. S. Army Signal Corps and the Army Air Forces, the War Department announced last Friday.

The British delegation was conducted on a tour including visits to radio manufacturing centers, research and development establishments and communications training schools. The tour was arranged by Maj. Gen. Dawson Olmstead, Chief Signal Officer, and Col. Alfred W. Marriner, Director of Communication for the Army Air Forces.

Called to Colors

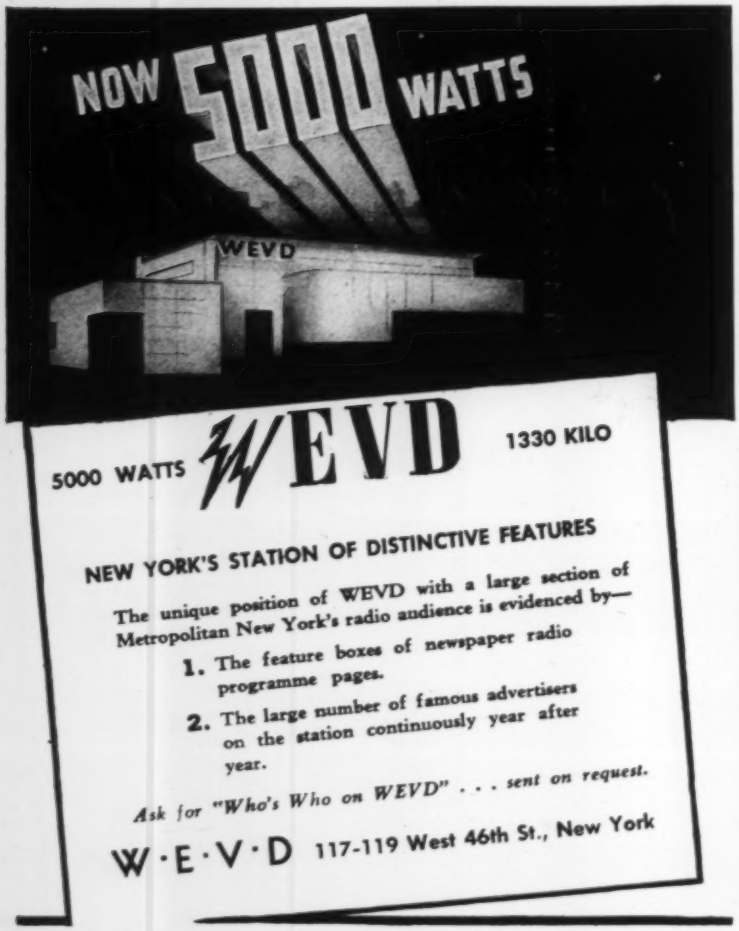
WAR DUTY has called four more from the staff of KYW, Philadelphia. Two engineers, James Thunell and LeRoy Anspach, have been commissioned second lieutenants in the Army Air Forces and have left for active duty. Another going into the Army is Jack Pearce, traffic supervisor. Another member of the engineering staff, Marshall Sourr, resigned to teach mathematics and elementary radio in a Government-sponsored course at the South Philadelphia High School. New addition to the engineering staff is Robert J. Culler, formerly of WFBR, Baltimore, who replaced LeRoy Anspach for the duration. Another newcomer to the KYW staff is "Colonel Bill" Galleher, formerly educational director of WFIL, Philadelphia, and identified with children's programs.

New FM Outlet

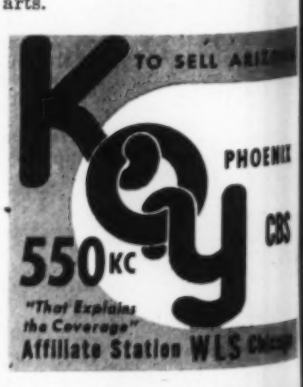
WPEN, PHILADELPHIA, became the fourth local station to provide listeners with FM service. The station opened its FM adjunct, W73PH, Sept. 8, providing a daily service from 1 to 4 p.m. and 6 to 9 p.m. WFIL, WCAU and WIP are the other Philadelphia stations operating FM adjuncts.

Radio Courses Listed

COLUMBIA U, which launches its 1942-43 session Sept. 24, will offer its usual courses in radio writing and production. Lewis H. Titterton, script division manager of NBC is to be a speaker in one of the eight roundtable conferences on professional writing and the dramatic arts.


NOW 5000 WATTS
WEVD
5000 WATTS
WEVD
1330 KILO
NEW YORK'S STATION OF DISTINCTIVE FEATURES
The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—
1. The feature boxes of newspaper radio programme pages.
2. The large number of famous advertisers on the station continuously year after year.
Ask for "Who's Who on WEVD" . . . sent on request.
W·E·V·D 117-119 West 46th St., New York

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM
WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York



Purely PROGRAMS

A FOOD QUIZ show, with food prizes for knowledge of food and cooking technique, was started Sept. on WFIL, Philadelphia, by e *Philadelphia Record*. Titled *ux With Food*, contestants are ked from the studio audience to swer questions about food and its eparation. Questions selected mong those submitted by listeners ssive market bags with nationally dvertised groceries. Prizes for inning contestants are baskets acked with food enough for a complete dinner. In addition, visiting elebrities are featured on each rogram, Willie Howard, featured n the *Priorities of 1942* revue, the uest for the inaugural broadcast. Tickets for the broadcast are distributed by the station and through he newspaper.

* * *

Victory Tunes

TO ENCOURAGE the writing of new inspirational patriotic and War Bond songs, WHN, New York, in cooperation with the New York War Savings Staff of the Treasury, has launched a series titled *Songs for Victory*. War songs, which have been pouring into the Treasury from amateur and professional writers for the past few months, as well as the old-time patriotic airs, are presented in a weekly evening show by well-known singers and chorus groups.

* * *

Safety Song Drive

FOLLOWING up his campaign to enlist children in singing his safety songs, Irving Caesar, creator and director of Mutual's *Sing a Song of Safety Club*, will launch a drive to enroll 100,000 school teachers in the safety song movement this fall. Caesar's book, bearing the same title as his program, has been accepted by various boards of education, and has been praised by local State and national officials.

* * *

Labor in Britain

BRITISH LABOR problems are discussed in a BBC program rebroadcast on WNYC, New York, each week under the title *Working for Victory*. Interviews with groups of workers are featured in the series.

A Good Night's Sleep

STRAUSS WALTZES, semi-classical and popular musical selections are featured on a half-hour program of quiet music of yesterday, *Let's Relax*, by WLOL, Minneapolis, evenings 10:30 except Saturday. "Sit back, rest and forget your cares for a little while," the announcer says. "There's nothing you can do about things tonight. After the program, get a good night's sleep to prepare you for a day of effort for the America we love." Commercials are kept to a minimum. The sponsor is the *Minneapolis Star Journal and Tribune*.

* * *

Successful Survey

NEW tri-weekly program on KROW, Oakland, Cal., *Calling All Kitchens*, has Kathleen Jensen, program conductor, telephone during the program listeners who have previously registered at grocery stores, ask a quiz question for which one dollar is paid. then ask a question about Remar Bread, the product featured. A correct answer rates two dollars. Nearly half the listeners telephoned listen to the program and know the rules of the contest.

* * *

Home Front

SPOTLIGHTING industrial workers, WWSW, Pittsburgh, has started a new half hour weekly series *Industry Presents*, with a narrator and announcer presenting the story of war effort contributions of local industrial plants. Recorded patriotic music is used for a background.

* * *

'Our Block'

CIVILIAN DEFENSE activities are described by citizens active in Chicago's OCD block organization on *Our Block*, weekly quarter-hour on WBBM, Chicago. The program has been broadcast several months and is offered for sponsorship.

Program Citation

A CITATION of merit for the excellence of its program, *The Meredith Family*, was awarded to the Dayton Council for Defense by Dan T. Moore, director of the Fifth Region Office of Civilian Defense. The series is broadcast on WHIO, Dayton.

Letters to Son

PERSONAL correspondence of Rose Hildebrand, British novelist and war refugee in Chicago, and her 14-year old son Peter, from their friends at home, provides material for *Letters From England*, thrice weekly five-minute portion of *Victory Matinee*, a two-hour afternoon program on WBBM, Chicago.

Days to Come

FIRST-HAND vocational information for youngsters is offered by WFIL, Philadelphia, in a new program series titled, *When I Grow Up*, scheduled twice-weekly, 5-5:15 p.m. Written and directed by Edmund Dawes, educational director of WFIL, each program gives a boy or girl the opportunity to discuss their chosen profession.

FULTON LEWIS, JR

12 PAGES IN ONE ISSUE OF THE CONGRESSIONAL RECORD WERE DEVOTED TO FULTON LEWIS, JR. BROADCASTS ON THE SYNTHETIC RUBBER PROBLEM.

"A MODEL COMMENTATOR" says U. S. SENATE

No other commentator in the history of radio has had the distinction of being quoted so greatly in the Congressional Record. 100% of Fulton Lewis, Jr's. broadcasts pertaining to his investigation of the synthetic rubber situation have been inserted in the Senate proceedings. Surely, no other radio personality is so highly regarded.

NOW ON 180 MUTUAL STATIONS

THE LARGEST HOOK-UP OF ANY RADIO PERSONALITY ON THE AIR

Curently sponsored on 69 stations, Fulton Lewis, Jr. is available for sponsorship over YOUR STATION, at YOUR OWN ONE TIME QUARTER HOUR RATE PER WEEK. This should be the easiest thing you ever sold. Wire, phone or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

THE LEADING FARM STATION IN THE EAST

And we can prove it! Straight, scientific farm shows by the New York State College of Agriculture for 15 years can't go wrong. Plus $204,000,000 in annual retail sales . . . primary audience of 408,750 of which 60,000 families are farmers . . . And WHCU is their station . . . and they'll tell you so. Want proof of performance? Drop us a note or contact any McGillvra man. Don't miss this solid bet.

WHCU
ITHACA, NEW YORK
1000 WATTS CBS 870 KC

Nebraska's Salvage Campaign Succeeds With Help of Radio

WOW Awarded Creighton Plaque For Its Part in Promoting Drive That Drew Nelson's Praise

WHOLEHEARTED support of all the stations in the State contributed to the successful scrap salvage drive conducted by the *Omaha World-Herald*, which was cited by WPB Director Donald Nelson as a model campaign, according to the Nebraska Assn. of Broadcasters.

In a letter to *Editor & Publisher*, trade journal in the newspaper field, Art Thomas, secretary of the Nebraska association and manager of WJAG, Norfolk, said that "unfortunately your article did not tell the whole story". Mr. Nelson, following the success of the Nebraska campaign, had invited leading newspaper publishers to Washington to spur the scrap drive.

Radio Support

"You should tell the publishers who were influenced by your article," Mr. Thomas advised the trade journal, "that they cannot duplicate the Nebraska plan unless they have the same wholehearted support of all the radio stations in their States that the *World-Herald* had in Nebraska.

Buttressing the contention of Mr. Thomas was the action Sept. 5 of Creighton University in Omaha, awarding its School of Journalism plaque to WOW as the station which performed "the most outstanding work in promoting the recently successful scrap metal drive." Rev. Thomas S. Bowdern, S. J., regent of the school, advised John J. Gillin Jr., WOW general manager, of the award by the faculty members of the school and congratulated him on "a patriotic service well done."

Mr. Gillin in commenting on the award said that Nebraska did a "grand job" in collecting the scrap, but that it was the people who did it. "The part radio played in the campaign, however, should be told to the nation. The *Omaha World-Herald* did an outstanding job, but Art Thomas is right in the fact that radio did do its share and did wholeheartedly support the campaign."

"There should be some way in which a better relationship could be worked out between the broadcasters and the publications—newspapers as well as magazines," Mr. Gillin commented.

Mr. Thomas, in his letter to *Editor & Publisher*, continued:

"Ask the *World-Herald* if they did not solicit and get the help of all the radio stations of Nebraska. Your article gave stations no credit for the success of the scrap campaign and they are entitled to a great deal.

"Radio is used to this sort of treatment at your hands and I would say nothing about the matter were it not for the fact that your misleading article has helped get the newspapers of the United States behind a campaign which cannot succeed as it did in Nebraska.

"We believe you should give your readers the full facts. If you feel I am prejudiced, make an investigation of your own."

The full text of Father Bowdern's letter to Mr. Gillin follows:

It is a distinct pleasure to notify you that the plaque offered by the Creighton University School of Journalism to the radio station in Nebraska which performed the most outstanding work in promoting the recently successful scrap metal drive has been awarded to WOW.

The faculty members of the Creighton University School of Journalism, who judged the entries submitted in this competition, have asked me to convey to you their congratulations on a patriotic service well done.

Presentation of the plaque will be made in the near future with a fitting ceremony. We shall release a story to your news department at the earliest possible date.

For your information, in the competition for daily newspapers the judges awarded the first-place plaque to the *Holdrege Daily Citizen*, a first honorable mention to the *Plattsmouth Evening Journal*, and a second honorable mention to the *Nebraska City News-Press*. The *Omaha World-Herald*, which did an outstanding job in sponsoring the recent drive, eliminated itself voluntarily from the competition for daily newspapers.

In the weekly field the first-place plaque went to the *Blair Pilot-Tribune*. Honorable mention citations were given in this order: the *Madison Star-Mail*, the *South Omaha Sun*, the *Randolph Times-Enterprise*, the *Crofton Journal*, and the *Omaha Star*.

Again, congratulations to you and to all the Nebraska radio officials, and newspaper editors and publishers, who showed the nation once again why Nebraska is properly called "The White Spot of the Nation."

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day—day-in and day-out. Pick . . .

WFBL
Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

FREE & PETERS, Inc. *Exclusive National Representatives*

Game Meat Series

ILLINOIS Commercial Men's Assn., Chicago (personal accident insurance), on Sept. 15 will start sponsorship of *Sportsmen's Spotlight*, weekly quarter-hour for hunters and fishermen on WGN, Chicago, by Bob Becker, outdoor editor of the *Chicago Tribune*. Use of wild game meat in home meals is urged to aid in the Government's meat conservation plan. Agency is L. W. Ramsey Co., Chicago.

Detroit WAVE Candidate

FIRST officer candidate for WAVES from Detroit area was Martha Jane Shugg, transcription librarian of WWJ for the past two years. Miss Shugg, daughter of a World War second lieutenant, and sister of an Air Forces flying cadet, will train at Smith College for a commission. A graduate of Wellesley, she majored in music theory.

RADIO USES WOMEN and more women! WSBA, York, Pa., airs a remote broadcast from a downtown dance spot with girl operator, Jane Trent, at the controls for Announcer Saralee Deane.

RADIO TIME BONUS
Station Gives Discounts In Extra Time

TO ASSIST the wartime advertiser, "faced with curtailed budgets expected to stretch to vast proportions," WSAN, Allentown, Pa., is offering a series of "war-time discounts" payable not in money but in time on the station. This bonus time may be added to the end of the contractual schedule or used during the contract period, according to the announcement made by B. Bryan Musselman, general manager of WSAN. It must be of the same type of presentation as the initial campaign or in lesser units than the original campaign.

The WSAN war discounts apply to all non-network advertisers spending $300 or more, net, with the station during a calendar year. Discounts run from 3% in additional time for advertisers spending $300 net to 10% in additional time for advertisers spending more than $1,000 net with WSAN.

Wins WEAF Title

WINNER of the "Miss WEAF" title, as announced last Thursday by WEAF, New York, at a luncheon at the Waldorf, was Miss Katherine Donaldson of New York, who was selected by seven judges from the contestants born in August, 1922, WEAF's birth month and year. Miss Donaldson will be given a Saks Fifth Ave. evening outfit, an evening as WEAF's guest at a Broadway show and nightclub, plus publicity and promotional buildups to help further any radio, screen or stage aspirations she may have.

'E' Award to Philco

JOINT Army-Navy 'E' in recognition of their war production record has been awarded the Trenton, N. J., and Sandusky, Ohio, plants of Philco Corp., formerly leading manufacturer of civilian radio sets and other electrical equipment. Philco, now 100% converted to war work, is producing communications equipment for tanks, airplanes and ships, shells and fuses, and industrial storage batteries.

GIROUX Co., New York, has received a "cease and desist" order from the Federal Trade Commission regarding certain advertised representations for its products, Apex, English Pride and Old English Brand, table sauces.

RUNOFF IN PRIMARY FACED BY SANDERS

A RUN-OFF in the Democratic primaries for the 6th Louisiana district, involving Rep. Jared Y. Sanders Jr., Baton Rouge, author of the bill to reorganize the FCC, will be held next month because of the failure of the incumbent to get a clear majority in the primaries last week.

Mr. Sanders was opposed for the Democratic nomination by James H. Morrison, Hammond, La., attorney. Under the state rules, the run-off will be held prior to the November elections. The nomination is tantamount to election in Louisiana.

Mr. Sanders, who has served in the 73d, 74th and the present (77th) Congresses, introduced his bill (HR-5497) for sweeping revisions of the Communications Act and reorganization of the FCC on Aug. 5, 1941. Hearings were held on the measure several months ago, with a subcommittee to be appointed shortly to rewrite the measure.

Three Contracts Signed by AFRA's Negotiators

AMERICAN Federation of Radio Artists has signed a contract with WNAC, Boston, covering staff announcers, marking the union's fourth Boston contract, according to Emily Holt, national executive secretary of AFRA. Renewal contracts for two Los Angeles stations, KFWB and KMPC, have also been negotiated, signed and approved by the AFRA board, she said.

AFRA tellers have completed their tabulation of votes for the three board members at-large, representing the 12 locals which do not have enough large memberships to entitle them to individual representation: Boston; Dallas; Detroit; Lawrence, Mass.; Miami; Philadelphia; Pittsburgh; Portland, Ore.; Racine, Wis.; Rochester, N. Y.; Schenectady; Washington, D. C. Elected were: Lawrence Tibbett, national AFRA president; Gunnar Back, president of the Washington local, and Richard Osgood, Detroit president.

STANDARD RADIO has added the following new and renewal subscribers to its Program Library Service: WKY, Oklahoma City; KERN, Bakersfield, KWG, Stockton; WBNS, Columbus; KWTO, Springfield, Mo.; WTOC, Savannah; WJWC, Hammond-Chicago; WROK, Rockford, Ill., and WHDL, Olean, N. Y.

WOMAN'S TOUCH at the console of the brand new control room at WTAR, Norfolk, Va. Above is Mrs. C. E. Anthony, first girl control operator at the station, who moved into the engineering room at the same time new equipment went into operation.

PALMOLIVE SHIFTS ACCOUNT TO BATES

COLGATE-Palmolive-Peet Co., Jersey City, announced last week that effective Oct. 1, advertising for Palmolive soap would be handled by Ted Bates Inc., New York. The company spent about $2,000,000 last year on advertising for this account, and is currently using *Bachelor's Children* on NBC to promote it. On Sept. 28, however, that program will be taken over by Continental Baking Co., New York, which will place it on CBS for Wonder Bread [BROADCASTING, Aug. 31], an account also handled by Ted Bates. The newly appointed agency will announce plans for Palmolive soap later.

Colgate will launch *Can You Top This?* on NBC Oct. 3, in the Saturday, 9-9:30 p.m. period for Colgate Dental Cream. Program is currently heard on WOR, New York, Tuesday 8:30-9 p.m. and will continue on that station for Kirkman & Son, Brooklyn, a division of Colgate. N. W. Ayer & Son, New York, handles the Kirkman account, and Ted Bates Inc., New York, is dental cream agency.

Nehi Fall Spots

NEHI Corp., Columbus, Ga., last week started its fall campaign for Royal Crown Cola to run through the end of this year on stations in selected markets. Drive will consist of spot announcements on a varying basis per week. Agency is BBDO, New York.

Logue's 30th

FRANK A. LOGUE, auditor of Westinghouse Radio Stations, stationed in Philadelphia, marked his 30th year of service with Westinghouse Sept. 9. This is the longest term of service with the company of any member of its broadcasting staff.

Quaker Oats

QUAKER OATS Co., Chicago, in an extensive campaign for Aunt Jemima pancake flour has placed, through Sherman K. Ellis Inc., Chicago, five-minute transcribed programs three to six times a week starting Oct. 1 on WEEI WABC WCAU WWJ WGN KNK KPO, and starting Oct. 29 on WOL WJSV WMAL WFBR WNAC WBEN WOR WEAF WNEW WJZ KYW WGST WADC WCAE KARK WKY WTOC WLW WSM KLZ WFAA WJAX WMAZ WGAR WRVA KMBC KTSA WHO WHAS WWL WJR KSD WOW WMC WTMJ WBBM KFI KFRC KGW KSL KIRO.

Wyatt for Donohue

JACK WYATT Jr., formerly production manager of WNEW, New York, has been named radio director of Buchanan & Co., New York, succeeding Joseph Donahue, who has joined the Myron Selznick office in Hollywood.

They Bloomed

GARDEN FLOWERS grown from seeds offered listeners last May on CBS *That Brewster Boy* turned up recently in a huge bouquet deliverd in person to studios of CBS-Chicago, by Mrs. J. R. Wendell, a fan from Joilet, Ill. Mrs. Wendell brought her zinnias and gladiolas from Joilet for her favorite, Constance Crowder, portrayer of Mom Brewster.

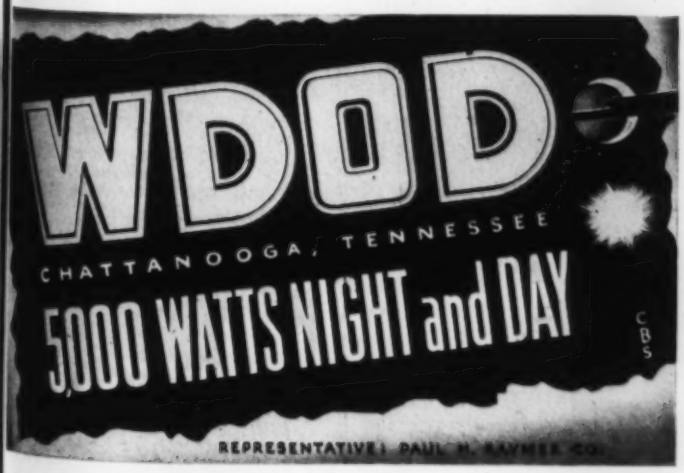
Ham Registration Modified

ONLY permanent changes of address need be registered with the FCC, the Commission has notified amateurs registering under Order No. 101, which requires notification of address change within five days. Licensees in the Armed Forces need not report changes incidental to military service.

J. WESLEY KOCK, engineering staff member of KFEQ, St. Joseph, Mo., since 1934, and chief engineer for the past six years, has been commissioned a lieutenant in the Army Signal Corps. Fred Damm succeeds him as chief engineer.

Plug Beauty

THEY may be "Plug Uglies" to *Reader's Digest*, but radio announcements impress listeners if eight-year-old Ruth Duskin, Quiz Kid participant, is any evidence. Recently the Kids were tapping out "La Conga" rhythm, when Ruth gave out good and clear with "Why that's Dad's Old Fashioned Root Beer." The audience caught on, but *Breakfast Club* m.c. Don McNeill had no time to tell listeners of 67 stations in the hookup that Ruth was repeating selling slogan of Dad's root beer, announced to the Conga beat.



Dominant NBC Basic Red Network Station on the Delmarva Peninsula
WDEL
1150 K. C. • WILMINGTON • DELAWARE
A Better Sales Buy Than Ever
5,000 Watts day and night.
In one of the country's foremost war production areas.
At exceptionally low cost, covers the Delmarva Peninsula and southern New Jersey. Write direct or to:
Sales Representative
PAUL H. RAYMER CO.
New York · Chicago
San Francisco

On the Spot

IN the midst of the recent hot Georgia primary campaign, technical difficulties put WRBL, Columbus, off the air just before an important speech was scheduled. Phones were buzzing, and in short order the station was accused of deliberately sabotaging the speaker's campaign. Competent engineers went to work, however, and all broadcasts were heard—for both sides.

Three KMBC Yeomen

HIRAM MORTIMER HIGSBY, m. c. of the *Brush Creek Follies*, CBS-KMBC, Kansas City, show for five years, is one of three KMBC staff members to get Yeoman 3d class rating as Merchant Marine recruiting officer. Mr. Higsby is stationed at Wichita. Eddie Edwards, the "George Washington White" of *Brush Creek Follies*, is stationed at Oklahoma City, and Neal Keehn, announcer, is in Tulsa.

Co-Op Disc Plans

COOPERATIVE League of the USA, which represents 19 regional consumer cooperative groups with headquarters in New York, is planning a 13-week campaign of quarter-hour dramatized transcriptions for its October drive, but has not definitely decided on the key stations to carry the campaign. The series will probably be on a once weekly basis and will feature educational scripts. Agency is Atherton & Currier, New York.

N. Y. Store Series

FRANCIS ROGERS & SONS, New York department store, on Sept. 14 will start Kathryn Craven's program *News Through a Woman's Eyes* five times weekly on WNEW, New York, in the period 4:45-5 p.m. Miss Cravens conducted the program on a sustaining basis on WNEW through July 31 and will continue to analyze the headlines on the commercial series. Agency is Callo, McNamara & Schoeneich, New York.

Famous FIRSTS*
First MAN TO BE SHOT FROM A CANNON!
and FIRST in Washington
WRC
980 KC 5000 WATTS
RED NETWORK OF NATIONAL BROADCASTING CO.
Represented Nationally by NBC Spot Sales Offices in Washington — New York — Chicago — San Francisco — Boston — Cleveland — Denver and Hollywood
* Apologies to Famous First Facts

Studio Notes

SIX PHILADELPHIA stations—KYW, WCAU, WFIL, WIP, WPEN and WDAS—joined in a salute to Rear Admiral Milo Frederick Draemel in a special program Sept. 6, welcoming him to his new post as Commandant of the Fourth Naval District. A feature of the broadcast, which marked one of the few times that local stations cooperated in a joint program, was the rear-admiral's traditional "thirteen gun salute" in the form of 13 pledges for the purchase of war bonds from workers of the Philadelphia Navy Yard. Musical background was furnished by Horace Heidt's orchestra, broadcasting from the stage of the Stanley Theatre, Camden, N. J.

WHIT, New Bern, N. C., devotes 3-4 p.m. daily to commercials for merchants in the coastal towns of Morehead City, 35 miles distant, and Beaufort, 40 miles from New Bern.

WHBC, Canton, O., originated for a Mutual hookup a broadcast of the presentation of the Army-Navy 'E' to the Diebold Safe & Lock Co., Canton, recently. Half-hour ceremony, witnessed by workers from the plant, included a talk by Gov. Bricker and the actual presentation by Maj. Harry P. Croft, chief of the Industrial Service Division, Cleveland Ordnance Division.

KLZ, Denver, sent its mobile unit to broadcast proceedings when the Denver Remington Arms Plant was awarded the Army-Navy 'E'.

WEEI, Boston, discontinued its 24-hour schedule Sept. 4, when the station returned to its original schedule, 5:30 a.m. to 1:05 a.m. weekdays; 8 a.m. to 1:05 a.m. Sundays. Sherman Feller, whose program *Night Patrol* is omitted, will remain at WEEI as announcer.

WOWO, Fort Wayne, is running a new series of programs featuring the attraction of the Hoosier State, heard Tuesdays at 6:45 p.m. Abe Andrews, former editor of "Outdoor Indiana" and authority on Indiana's natural resources, in cooperation with the Indiana State Division of Publicity glorifies the State's vacation spots and state parks.

KXL, Portland, Ore., is moving to new and larger studios in the Orpheum Building in October, according to Hal Wilson, general manager. Latest soundproofing methods and functional design will be used.

BMI has announced the addition of WSBA, York, Pa., to its list of broadcaster licensees, which now totals 805.

SALUTING HER COMRADES in arms is Jeanne Carter, former receptionist of KOA, Denver, who is No. 20 in the list of KOA employes to go into service. Miss Carter, now a specialist in the WAAC, pays respects at the panel of photos of staff members in uniform already.

Georgia Sports Network To Air Football Games

FALL plans for the 15-station Georgia Sports Network, including broadcast of all U of Georgia games, were announced last week by J. W. Woodruff, Jr., executive manager. The games, under sponsorship of the Nehi Bottling Co., will be handled by Jack Gibney, James Wood and Tony Barrett of the sports staff of WRBL, Columbus.

Offered for sponsorship is the *Dodo Club*, 15-minute breakdown of previous games, with sportscasters and guests at the mike, and featuring the award of the Dodo Bird, trophy for the player selected as most valuable in the game.

Records for Gifts

RECORD GUILD of America, New York, through its newly-appointed agency, H. A. Salzman Inc., New York, will launch a campaign Oct. 12 for records as Christmas gifts. Firm will use one and five-minute recordings on stations in communities where the discs may be purchased at local stores. The Guild will launch a similar drive for children's records after Christmas. The announcements include tunes from the records offered for sale.

KTHS Names Branham

APPOINTMENT of the Branham Co. as exclusive national advertising representative for KTHS, Hot Springs, now under new management headed by John McCormack, was announced last week. Mr. McCormack is general manager of KWKH and KTBS, Shreveport, in addition to supervising the KTHS operations. Kenneth Kellam is resident general manager of KTHS. The station, a BLUE outlet, operates with 10,000 watts on 1090 kc.

Johns Joins Walker

J. FRANK JOHNS, manager of the New York office of Howard H. Wilson Co., on Sept. 14 takes a similar position with the Walker Co. Before going to New York, Mr. Johns spent two years with Wilson Company in Chicago and for five years before that was with Free & Peters and its affiliated station representative organization, Free, Johns & Field.

A Furniture Store's Extra Punch

ortion of Net Used To Buy Bonds in Norfolk Plan

BY SOL LADERBERG

Advertising Manager,
A. J. Legum Furniture Co., Norfolk

The booming city of Norfolk, a, presents many problems advertising and merchandising in the various retail stores. he choice of advertising media ust be considered carefully. here this could be done with a ot-rule a year ago, it takes a ardstick today.

The population of the community as doubled, and the effective etropolitan area has expanded to ide in a good part of the adjoin- g counties. It is estimated more an 30,000 new homes or housing nits have been built in the last w years. In spite of this growth has not been adequate to care roperly for the influx of war- orkers to this market.

It is my opinion that many of hese new residents do not have he same interest in our news- apers that they had in their own ome-town publications. Also, I uestion whether or not the news- apers have been able to get cir- ulation into all the war-inflated ommunities.

Sold On Radio

I am convinced that most of these new-comers own radios. On the basis of this reasoning, we negotiated a contract with WGH, BLUE and MBS outlet for this Norfolk-Portsmouth-Newport News market.

A. J. Legum, the proprietor of the store, has always been a firm believer in advertising, promotion, and merchandising in an "all-out" manner. Evidence of the success of this policy is that for a number of years now this store has done the largest dollar-volume of any furni- ture store in the market

We approached radio with the same thinking. We wanted to domi- nate the air. To promote a special sales event we signed for eight 100-word announcements daily, and bolstered this spot campaign by sponsoring the MBS Fulton Lewis program locally on WGH five nights weekly.

This event needs a word or two of explanation. Mr. Legum had in- vested $50,000 in War Bonds, and planned to buy more. He conceived the original idea of offering to buy War Bonds with all the money that was spent with him for furniture. That, simply, is the story.

We went through the store and reduced our floor stock, which in- ventoried at approximately $200,- 000, by $50,000. This represented an average reduction of 25%.

Swift Action

That is the story we had to tell over the radio. We based the ad- vertising on price and patriotic appeal, pointing out that pur- chasers could get needed furniture, and the money they paid down would be used to buy War Bonds. One or two featured specials were advertised on each announcement. The program copy was used simply to sell the idea.

We planned to run a two-week event. At the end of the first week we were four or five days behind on deliveries, and our floor was prac- tically cleaned off. We were forced to end the event after seven days of selling.

The results speak for themselves. We are principally a credit store, and most of our sales are handled on a budget payment plan. This was also true of the sales made during the event. However, at the end of the seven days, Mr. Legum found that $36,750 had been paid in cash.

This money was invested the following week in War Bonds. We now plan to hold a special-event each month, with all money re- ceived being used to buy bonds at WGH. However, we feel in the future that we will be forced to limit this event to a one-day sale.

Edward E. Bishop, general man- ager of WGH, has arranged to sell Mr. Legum the War Bonds on a special broadcast, as a means of promoting the station's sale of Bonds. We have signed a yearly contract with WGH, providing for the use of 1,500 announcements, and a daily fifteen-minute pro- gram.

MONTHLY BONDS, are bought from WGH, Norfolk, by the A. J. Legum Furniture Co. there. Net profits derived from a special sale day each month are used to pur- chase at least $5,000 in bonds every 30 days. A. J. Legum (left) is re- ceiving bond from Edward E. Ed- gar, commercial manager of the station.

Maltex Buying

MALTEX CEREALS Co., Burling- ton, Vt., has started participations in George Putnam's Sunday news periods on WEAF, New York, and will participate in *Marjorie Mills Hour* on the New England Regional Network, in its fall and winter campaign. Company will also use participations in Adelaide Hawley's *Woman's Page of the Air*, start- ing Sept. 21. A similar lineup was used last fall. Other stations will be added later. Agency is Samuel C. Croot Co., New York.

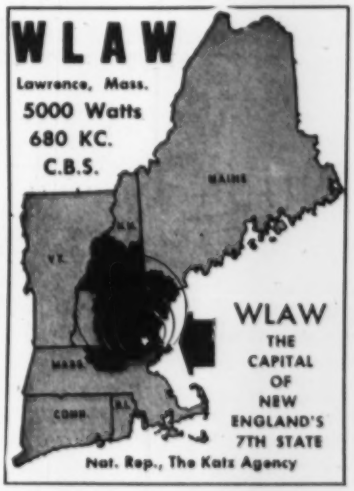
Skyways Pipe Spots

W. C. MACDONALD Inc., Mon- treal (Skyways pipe tobacco) on Sept. 14 starts five-weekly drama- tized announcements on 12 Cana- dian stations. Account was placed by Richardson-MacDonald Adv. Service, Toronto.

WMUR, Manchester, N. H., has ap- pointed Joseph Hershey McGillvra national sales representative, and Robert C. Foster, New England rep- resentative. The station became a basic BLUE affiliate Sept. 1.

TO CONSERVE equipment, CFGP, Grande Prairie, Alberta, goes off the air on weekdays from 1:30 to 4:30 p.m.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK



Morris Pilling - authority on idiosyncrasies of lov- ing parents, grandmoth- ers, and of doting aunts.

MR. PILLING CAME FOR A WEEK— HAS STAYED 13 YEARS WITH WHEC

Pilling Baby Carriage Co., is located far from Rochester's shopping center. For this rather *exclusive* sort of business of theirs, Pilling's uses WHEC *exclusively*. In fact, for Pilling's little carriages for little tots we've made a little announcement each day now for 13 *consecutive* years! An answer to those who say, "My business is different— it's not adapted for radio advertising."

"Results" is the Reason WHEC is Rochester's Favorite Station with both local and national sponsors!

WHEC ROCHESTER, N.Y.

BASIC CBS McKinney & Son, Representative

Sessions on Shortwave Programming Are Launched by International Group

WITH PROPOSED revision of American shortwave radio programming as the main consideration, conferences were started last Wednesday in Washington to coordinate the informational activities of the Office of War Information and the Inter-Allied Information Committee.

Reports from allied Governments critical of the conduct of American shortwave policies it is understood, were thoroughly discussed at the meeting, participated in by Elmer Davis, director of OWI, members of his executive staff identified with foreign informational activities, and a large number of representatives of the Inter-Allied group, created two years ago with headquarters in New York. The latter committee was financed by governments of the United Nations and served by an international staff.

French Present

The tenor of the meeting, first of a series to be held, was to work in closer harmony with all the United Nations in the handling of war information and propaganda. In addition to the regular delegation, the Fighting French also had a representative at the session.

Complaints from abroad apropos shortwave operations, it is understood, have centered around purported lack of understanding of the psychology of listeners abroad, notably those in German-occupied Europe.

Among those who sat in on the meeting for this country were Robert E. Sherwood, chief of the Overseas Branch of OWI, in charge of shortwave programming; Archibald MacLeish, assistant director of OWI; Paul C. Smith, head of the OWI News Bureau; and Charles Siepman, representing William B. Lewis, director of OWI's Radio Bureau.

Speculation over revision of American shortwave programming, frequently under consideration since the war's advent, developed following the session. Further meetings, probably through subcommittees, are planned on this phase.

It was stated following the session that the committee will continue to perform the following services: maintain in New York a clearing house for research and reference with respect to documentary material obtained from information services of the United Nations; publish a monthly periodical containing texts of speeches, statements and other documents of the United Nations; and coordinate, prepare, and make available material from United Nations sources for radio, films, photographs, exhibits, press, and other information media. It is understood that the policy and program of the Inter-Allied Information Center shall be consistent with those of the Office of War Information and that the OWI will be represented in connection with all of the committee's activities.

Unity Needed

The keynote of the session, from the information standpoint, was sounded by Harold Butler, British representative and supervisor of British publications in the United States. He said:

"On no front is unity more necessary than on the information front. For years Hitler has poured out hundreds of millions of dollars to sow distrust and hatred among us, to breed dissension and confusion on the home front of every nation whose downfall he plotted.

"Our business then is to fight back to nail every lie as soon as it appears, to warn our people all the time against being fooled by the enemy. Every slander spread against an ally is a triumph won by Hitler. Every doubt raised as to the resolution or integrity of an ally plays into his hands. These things begin by weakening morale at home and from there it is bound to spread to the man in the field. I believe that this Inter-Allied Information Committee can do a lot to scotch the German viper. By telling the facts about each other we can go far toward nullifying his power to harm.

"We all have records as nations of which we may be justly proud. Let us tell them to each other. In that way we shall sterilize the seeds of dissension which the enemy is trying to plant among us. By forming a common information front we shall create a real United Nations morale, based on mutual trust and common ideals, which will not merely checkmate the machinations of our foes, but will drive us with high hearts along the path to victory."

Shave Cream Spots

BURMA-VITA Co., Minneapolis (shave cream), on Sept. 14 started one-minute transcribed musical announcements ten times a week for 26 weeks in 12 markets on the following stations: WEEI, WNAC, Boston; KRLD, WFAA, Dallas; KTRH, KPRC, Houston; WTIC, WDRC, Hartford; WSAI, Cincinnati; CKLW, WXYZ, Detroit; KDKA, WJAS, Pittsburgh; WHK, WGAR, Cleveland; WHAM, WHEC, Rochester; WFBR, WBAL, Baltimore; WKBW, WBEN, Buffalo; KYW, Philadelphia. Agency is MacFarland-Aveyard & Co., Chicago.

Open Chicago Office

IN CONJUNCTION with WORL, Boston, and WPEN, Philadelphia, WOV, New York, has opened a Chicago office at 360 N. Michigan Ave., to be managed by Dana Baird, formerly on the WORL sales staff. The new office will handle mid-Western and Western sales exclusively for the three Eastern stations, according to the announcement made by Ralph N. Weil, manager of WOV.

TWO BITS
for your NAME

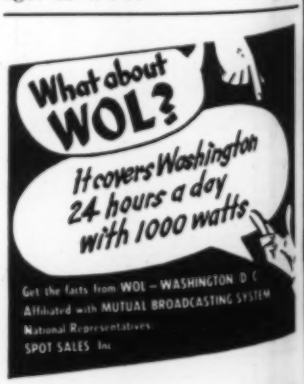
Just keeping your name before the public isn't enough. John Public doesn't care two-bits for your name. He's only interested in what you can do for him.

In the old days he remembered your name because it stood for a product which satisfied one of his desires. If you want him to continue to remember you, even though he can't buy your product until the war is over, you'll have to render him some other kind of service.

Radio advertising gives him something he values—entertainment—to remember you by!

CFRB
TORONTO
860 KILOCYCLES

"When the Major listens to his favorite program on WFDF Flint Michigan, he doesn't like to be interrupted!"


What about WOL?
It covers Washington 24 hours a day with 1000 watts
Get the facts from WOL – WASHINGTON D C
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives
SPOT SALES Inc

...ube Rebuilders To Expand Plant

...w Orleans Firm Salvages ...ipment to Ease Shortage

...REELAND & OLSCHNER Inc., New Orleans company which has ...en engaged the last several years ... rebuilding vacuum transmitting ...bes, has announced immediate ...pansion of its facilities in a ...ve which may play a critical ...rt in keeping American radio ...tions on the air for the duration.

The firm's plant expansion has ...en encouraged by engineering ...d other assistance from CBS. ...ith the added facilities, the cor...ration expects to be able to serve ...much greater sector of the radio ...oadcasting industry.

William T. Freeland, Jr., com...ny president, indicated that ...me time would be necessary to ...t the expanded facilities into ...ooth operation, since the firm's ...w employes will require a break...g-in period and, before that, the ...w facilities will take some time ...r installation.

Ask Cooperation

Mr. Freeland hoped the nation's ...oadcasters would bear with the ...mpany during this period. He ...so emphasized that, with the ...apidly decreasing availability of ...w tubes and the critical part ...hich rebuilt tubes will play in ...eeping stations on the air, the ...ountry's broadcasters would hold ...eir used tubes for reconstruction ...stead of discarding them.

Mr. Freeland pointed out that it ...s not possible to rehabilitate ...very type of tube at the present ...me—particularly those in the ...maller classifications. He hoped, ...owever, with the new facilities ...t the company's disposal, that ...uture developments would permit ...he rehabilitation of a constantly ...ncreasing variety and number of ...ubes.

Louis-Conn Fight Rights Put in Open Competition

HAVING RESERVED all broadcast rights for the Joe Louis-Billy Conn heavyweight championship fight scheduled for Oct. 12 at the Yankee Stadium, with all profits accruing to the Army Emergency Relief Fund, a wide open competition for radio sponsorship prevails, it was learned authoritatively last Friday.

A committee of sports writers, headed by Grantland Rice, has been designated by Army Emergency Relief to supervise all arrangements. A conference was to be held in New York Saturday (Sept. 12) in connection with broadcasts and other privileges. All revenue derived from sponsors will be turned over to Army relief.

Heretofore, by exclusive arrangement with Mike Jacobs, fight promoter, the championship fights have been carried over MBS with Gillette Safety Razor Co. sponsorship. The fight will occur during the afternoon and will be shortwaved to troops abroad.

MRS. LEWIS TOURS COUNTRY FOR NAB

UNDER the auspices of the NAB, Mrs. Dorothy Lewis, NAB director of listener activity, leaves New York this week to tour the country meeting with radio operators, station directors of women's activities, schools and colleges, radio councils and civic groups. This makes the third year Mrs. Lewis has made such a trip for the NAB.

Her itinerary: Sept. 18 Syracuse; 19-Cleveland; 20-Chicago; 21-Toledo; 22-Milwaukee; 23-24-Mankato, Minn.; 25-Minneapolis; 27-Winnipeg; 30-Fargo; October 1-2-Omaha; 3-Des Moines; 5-Kansas City; 6-Wichita; 7-Denver; 8-Boulder, Colo.; 9-Salt Lake City; 10-Provo, Utah; 11-12-Salt Lake City-Ogden; 13-Pocatello; 14-15-Missoula; 16-Spokane; 17-Seattle; 18-19- Vancouver, B. C.,; 20-Seattle; 21-22 Portland; 23-Sacramento; 24-Oakland-Berkeley; 25-26-San Francisco; 27-Fresno; 28-31-Los Angeles. Nov. 1-7-Los Angeles; 8-9-Phoenix; 10-13-Chicago; 14-Davenport; 15-17-Iowa City; 18-Rockford, Ill.; 19-Peoria; 20-Nashville; 21-Louisville; 22-Washington; 23-New York.

Langer Bill Prohibits Consent in Trust Cases

A BILL (S 2765) to prohibit consent decrees in anti-trust cases and to require their vigorous prosecution was introduced in the Senate last Thursday by Senator Langer (R-N. D.). Seeking amendment of existing statutes dealing with antitrust prosecution, the bill, referred to the Judiciary Committee, proposes:

"No consent decree or judgment shall be made or entered in any suit or proceeding brought by or on behalf of the United States under the antitrust laws; and it shall be the duty of the several district attorneys of the United States and of the Attorney General of the United States, in accordance with law, to prosecute vigorously all persons engaged in unlawful combinations in restraint of trade or engaged in any other violation of the antitrust laws."

THE STORK RAN rampant in the engineering department of WBBM, Chicago, as three baby girls were born last week to three new fathers. Art Maus, Paul McDermott and Hank Schroeder.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

WDRC Is The Buy

In Hartford, WDRC is the buy . . . with one low rate for all advertisers . . . national, regional and local. Use WDRC to do a big job at a low cost . . . in this important market. Basic CBS for Connecticut.

CBS

Jolliffe Named V-P

DR. CHARLES BYRON JOLLIFFE, formerly assistant to the president of RCA and chief engineer of RCA Labs., has been appointed vice-president and chief engineer of RCA Mfg. Co., Camden, according to a joint announcement last Friday by G. K. Throckmorton, chairman of the executive committee, and Robert Shannon, president of RCAM. Dr. Jolliffe was chief engineer of the FCC and its predecessor, the Federal Radio Commission from 1930 to 1935, when he joined RCA as head of its frequency bureau.

Oregon Stations Weigh Enemy Attack Measures

WHAT radio stations must do in the event of enemy attack in the Pacific Northwest was discussed by the Oregon State Broadcasters Assn. semi-annual conference Sept. 4, meeting with representatives of the 4th intercepter command.

Presiding was Lee Bishop of Medford. Speakers included Jerald Owens, State civilian defense chief; Robert Smith, public relations chairman of OCD; Ben Titus, coordinator of information; Walter May and Clark Van Fleet of the Office of Price Administration; Lt.-Comdr. G. F. De-Grave and Harry Spence, representing the National Assn. of Broadcasters. Other guests included E. J. Gough, representing the treasury department and Kenneth Clark of the Federal Communications Commission.

Dec. 11 Fixed by Judge To Hear Monopoly Suits

FEDERAL Judge John P. Barnes, of Chicago, last Friday set Dec. 11 as trial date for the Government anti-trust suits against RCA-NBC and CBS, alleging monopoly in broadcast operation.

Also set for trial on the same date was the $10,000,000 triple-damage suit of MBS against NBC.

Since the Government suits against NBC and CBS were filed before the MBS complaint, these suits will come to trial first and a subsequent date probably will be set for the MBS litigation. NBC has until Oct. 26 to file a reply brief to the MBS complaint. The Government's suit was filed on Dec. 31, while the MBS suit was filed Jan. 10.

Feldman to BBC

ARTHUR S. FELDMAN, supervisor of special events for NBC, has been granted leave of absence to accept an important assignment with the BBC. No successor has been appointed. His chief duty in England will be to arrange for a program series to be shortwaved from American troops in the British Isles to the United States and other parts of the world.

INDEPENDENT DRUGGISTS Assn., Toronto (drug stores), on Oct. 14 starts a half-hour weekly show, *Public Opinion*, on CFRB, Toronto. Campaign may be expanded to other Canadian stations.

Another WHN advertiser reports...

(Fourth in a series of comments from letters written by leading ad-men.)

"As you know, we featured a 10c offer on the Dick Gilbert program currently sponsored by *[redacted]. The results were so overwhelmingly surprising to us that everyone concerned was very happy. The result of this offer was very instrumental in renewing this program."

--S. G. A.

***Any WHN Sales representative will "uncensor" this letter from his portfolio of advertiser-success stories. He will show you how a similar WHN-planned program will do an "overwhelmingly surprising" sales job for you. Call us in today.**

America's most powerful independent station

WHN 50,000 Watts · 1050 Clear Channel *NEW YORK*

Chicago Office: 360 North Michigan

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG
TORONTO

TO THIS STATION

½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.

WTAQ 5000 WATTS The only CBS outlet for Northeastern Wisconsin NIGHT AND DAY

GREEN BAY, WISCONSIN

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE

In this market no "Outside Voice" can compare with the "Inside Pull" of WHBF!

WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

Columbia Outfitting Co. Likes Radi

And It's Very Easy To Understand Just Why

By BERNARD SIEROTY
President and General Manager, Columbia Outfitting Co., San Francisco

A 2,000% CASH return on an original investment! Yes, radio has done that for us! Not once, but time and time again!

The Columbia Outfitting Co. is situated in the heart of San Francisco's largest and most thickly populated neighborhood area, the Mission District. It maintains 21 different departments. Since its very beginning this firm has been advertising-minded. We knew that if we wanted to get people to come into our store, if we wanted to move goods on a fast turnover, we had to advertise and advertise heavily. The big downtown San Francisco department stores offer plenty of competition.

Mr. Sieroty

Convincing a City

It is our job not only to sell the more than 50,000 families residing in the Mission District on the idea of shopping in their own neighborhood department store, but to convince the entire buying population of the city that Columbia can supply their needs.

Columbia really hit the jack-pot when we let radio do our selling job for us! We started using radio commercially 12 years ago. At the beginning in the early years of our experience with radio, we experimented a great deal. We weren't in show business, and could not afford to speculate in a hit-and-miss fashion, hoping to hit the jackpot with a trick program idea.

So I decided to buy radio the same way I buy newspapers: Let the station provide the audience and I would put the advertising on the programs which had built the audience. I decided not to experiment but to profit by the experience of others and buy the kind of radio advertising that others had proven.

In 1937 Columbia Outfitting Co. started on KJBS, an independent San Francisco station. We began with a 15-minute newscast six days weekly. Recently we increased our radio budget and in addition started using three quarter-hour popular musical programs, Monday, Wednesday and Friday.

As to results—when you are only using one radio station you can check results to the last penny. And we check consistently.

However, we find that our advertising dollar goes twice as far and is twice as effective if we coordinate all of our media behind one promotion or item. By that I mean back up promotions with all of our facilities—radio, newspaper, direct mail and windows. We've proven time and time again that it doesn't pay to advertise one item or promotion in radio, another in newspapers, another in direct mail, and so on—that is, it doesn't pay dividends the way the other method does.

Some Evidence

Let me point out some of the concrete examples why Columbia Outfitting Co. is so thoroughly sold on radio:

KJBS sold (directly traceable) $2,700 worth of radios in three weeks at a cost to us of $135.

It sold (directly traceable) $900 worth of towels and linens in ten days at a cost to us of $70.

It sold (directly traceable) $600 worth of blankets in eight days at a cost to us of $56.

It sold (directly traceable) $696.50 worth of portable ra... in five days at a cost to us of ...

We find that KJBS is respons... for 60% (directly traceable) of ... new accounts opened each ... and the startling thing about this ... that roughly only 25% of Co... bia's total advertising budget ... spent on KJBS.

Further evidence that radio ... really paying off for Columbia ... obtained in the firm's files. Th... report was made up when we h... been on KJBS for approximat... one year.

Increase, January through J... 1939, over the corresponding p... riod in 1938: Increase in new a... counts, 15.0%; increase in reope... accounts, 14.0%.

These gains were obtained wi... a lower advertising budget in 19... than in 1938 for the period in... dicated.

While the majority of San Fra... cisco department stores have been ... playing around with radio, using ... a little spot campaign here and ... there, or experimenting with var... ous types of expensive productions, ... we at Columbia have been pound... ing away for years wtih a constant ... set radio formula on a station that ... has given us almost unheard of re... turns for every dollar invested.

We'll keep radio in our advertising budget as a *MUST*.

Only a crazy man would kick ... out his best salesman and pro... ducer!

WBRW Shifts Staff

JIM FLENNIKEN, former program director is the new manager of WBRW, Welch, W. Va., in a staff shake-up that followed the promotion of former manager Joe Herget to production director of the West Virginia network. Nick Basso, former chief announcer is program director, and Sid Tear moves up to chief announcer. Kenny Tutwiler is chief engineer replacing Lou Tulchin who has joined the Signal Corp. Johnny Villani, sports announcer, comes to Welch from WELI, New Haven, Conn.

New Jersey Net Series

ORGANIZED primarily to give political candidates concentrated State coverage, the New Jersey State Network made its debut Sept. 11 with an address by Rev. Dr. Lester H. Clee on behalf of the candidacy of Albert W. Hawkes for U. S. Senator. Dr. Clee spoke on "New Jersey's Opportunity" from the Marine Grille, Asbury Park. WCAP, Asbury Park; WTTM, Trenton; and WAAT, Jersey City, carried the program.

POLICE AID PLAN REJECTED BY FCC

INDICATIONS that the FCC would move cautiously despite the equipment shortage before modifying its ban on police broadcasts by standard transmitters appeared last week when the Commission denied the application of Roland Hughes, operator of WJZM, Clarksville, Tenn., for permission to transmit messages to police patrol cars.

The Commission, in denying Mr. Hughes' application, suggested that city officials might apply for a police communication system if they cared to pursue the matter further.

Though the Commission recognizes that some equipment might be saved by using standard transmitters now in operation, it is understood that other factors guided the decision. A recent poll of uncensored shortwave transmitters has provided a pool from which essential new police systems could be equipped.

If Clarksville police should apply for a system, and prove a military necessity for it, the Commission could then allot one of these transmitters, or, if a nearby police system were in operation, the Clarksville police could install receiving sets and share the transmitter.

RALPH NARDELLA, formerly of the sales staff of WOV, New York, has been named sales manager.

KTUL
5000 watts • CBS
TULSA, the Oil Capital
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

ENGAGED IN PLANNING station projects to stimulate war consciousness, the public connections departments of WCKY, Cincinnati, have been expanded and coordinated, according to L. B. Wilson, general manager. The department heads here are (seated l to r): John E. Murphy, new director of publicity; Margaret Dotson, head of the promotion department; standing, Tom Wyatt, public relations director, and Jerry Belcher, director of public events.

WOV Rate Card

WOV, New York, last week issued rate card no. 5 to go into effect Oct. 1, 1942. Present advertisers will be permitted to renew their current contracts, prior to that date at their present rates for a one-year period from Oct. 1. Rates for Class A time (6 p.m.-10:30 p.m.), during which WOV broadcasts in English are $250 for one hour; $150 for half-hour; $90 for quarter-hour, and $60 and $45 for 10 and five minutes, respectively. Class B time (9 a.m.-6 p.m.), when WOV offers programs for Italian audiences, includes rates of $200, $125, $80, $50 and $40 for the same periods as Class A.

Lee Chadwick at WJSV

NEW SALES promotion manager of WJSV, Washington, is Lee Chadwick, former chief of the radio section, Office of Quartermaster General, in the War Dept. He will replace John Heiney who was appointed program director of WJSV when Richard Linkroum was called to active service as ensign in the Naval Reserve. Before joining the War Dept., Chadwick was manager of WPID, Petersburg, Va., and was formerly with Young & Rubicam, New York.

Seeks KROC Transfer

APPLICATION for transfer of control of KROC, Rochester, Minn., has been filed with the FCC by Agnes P. Gentling, wife and executrix, pending settlement of the estate of Gregory P. Gentling, president and owner of the station. Mr. Gregory, prominent local industrialist and director of the NAB, died July 17 following a protracted illness.

War Effort for Month Reviewed by Keystone

DURING August the affiliated stations of Keystone Broadcasting System, transcription network, aired a total of 6,820 hours of specially designed war effort programs, using Keystone continuity and discs in cooperation with the allocation plan of the OWI and the Treasury.

In addition to this material dealing with bonds, Army and Navy Relief, salvage, scrap, and civilian defense, the KBS affiliates broadcast an additional 4,210 hours of miscellaneous KBS musical programs embodying war effort themes, making a grand total of 11,036 hours of programming devoted to the war.

Recent additions to the transcription network, bringing the total to 197, are: WSPB, Sarasota, Fla.; WDLP, Panama City, Fla.; WCMI, Ashland, Ky.; WESX, Salem, Mass.; WOCB, West Yarmouth, Mass.; WRAL, Raleigh; WCED, DuBois, Pa., and WOLS, Florence, S. C.

Hessler Campaigning

WILLIAM HESSLER, news analyst of WLW, Cincinnati, and chief editorial writer of the *Cincinnati Enquirer*, has launched his campaign as Democratic candidate for Congress opposing Charles H. Elston, incumbent Republican in the November elections. He is a foreign news analyst on the board of experts on *Views on the News*, sponsored by the Ohio Oil Co., Cincinnati (Marathon gasoline and oils), on 7 NBC Midwestern stations, and plans to do the major portion of his campaigning by radio.

N. Y. RAID ALARM SILENCES STATIONS

NEW YORK'S surprise air raid alarm early Labor Day, set into motion by an unidentified plane and called off almost immediately when it was found to be a friendly plane, caused a five-minute interruption in the all-night operation of four New York radio stations, which went off the air upon receipt of the signal from the Army Interceptor Command.

WJZ was off from 2:31:30 until 2:37:50 a.m.; WABC from 2:32:17 to 2:34:32; WOR from 2:33:40 to 2:35:20, and WNEW from 2:32:10 to 2:37:10. Although the first three stations are keys for the BLUE, CBS and MBS networks, respectively, their broadcasts are local at that time of the morning and the networks were not affected.

An explanation of the alarm was broadcast by Mayor Fiorello La Guardia on WNYC, New York's municipally owned station, at 1-1:15 that afternoon. His talk was carried simultaneously on WOR and WNEW and was recorded and broadcast at a later time by WHN, New York, and WHOM, Jersey City.

Edward Rubin Joins OWI on the West Coast

APPOINTMENT of Edward Rubin as a consultant to the radio bureau of the Office of War Information, assigned to the Hollywood office, was announced last week by William B. Lewis, chief of the radio bureau. He will act as publicity advisor on the West Coast, working with Nat Wolff, deputy chief.

Mr. Rubin has been on the publicity staff of RKO Radio Pictures and was formerly head of the Hollywood office of the Lew Golder Agency. He has also acted as advisor and public relations counsel to such figures as Ginger Rogers, Cary Grant, Fred Astaire, Katherine Hepburn and others. He is at present with RKO in a production capacity.

ANPA War Record

TO KEEP up-to-date the record of wartime advertising in America, the Bureau of Advertising of the American Newspaper Publishers Assn. has issued the first in a series of supplements to its book "Advertising Goes to War", published last July. The first supplement reproduces 49 representative wartime newspaper ads, national and retail keyed to war and straight product ads. It also contains the statement made to the AFA 1942 convention by President Roosevelt.

Eno in Canada

J. C. ENO (CANADA) Ltd., Toronto, has started one of the largest autumn radio campaigns with three transcribed programs on 47 Canadian stations, *Stars of the Week* for Eno's Fruit Salts, three times weekly; *Musical Magic* for Scott's Emulsion, three times weekly; *Nick Lucas, the Singing Troubadour* for Brylcreem three times weekly, and for Macleans Toothpaste once weekly. Account was placed by Atherton & Currier, Toronto.

The SONG HITS from
Walt Disney's Feature Picture
Bambi
★ Love Is a Song
★ Twitterpated
★ Thumper Song
★ Let's Sing a Gay Little Spring Song
★ Little April Shower
Broadcast Music, Inc.
580 Fifth Avenue
New York City

50,000 WATTS C B S
HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....
WCKY
THE L. B. Wilson STATION

V
20 YEARS OF SERVICE
1922-1942
WSYR
SYRACUSE, N.Y.
NBC Basic Red
5000 WATTS AT 570 KC.
The Perfect Combination

Here's why WIBW gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.
WIBW The Voice of Kansas in TOPEKA

The Twin Port Cities of
DULUTH-SUPERIOR
Account for
69.2% MORE DRUG SALES
than
YONKERS!
KDAL
Duluth, Minnesota

POSTER STAMPS
A TIMELY ANSWER
FOR AN EFFECTIVE PREMIUM PROGRAM
Replaces plastics or metal. Investigate this proven quick action premium program. Exclusive applications can tie-in with products, travel and resorts. Interesting and appealing. Send for case histories and detailed information of How You Can Use Poster Stamps Effectively — at Low Unit Cost. No obligation.
Mid-States Gummed Paper Co.
2313 S. Damen Avenue, Chicago, Ill.

One of New England's best mail pulling stations — per inquiry cost far below national average.

WHEB
Portsmouth, New Hampshire
Nat. Reps.: JOSEPH HERSHEY McGILLVRA
Boston Rep.: BERTHA BANNAN

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Senate Music Probe Plans

(*Continued from page 9*)

had been granted that their permits were revoked and that no new ones would be issued, the statement asks: "If transcriptions are not detrimental to the AFM, who is injured by them and why does Mr. Petrillo act against them?"

Confusion Arises

In its concluding paragraph the statement declares: "Since Mr. Petrillo has admitted that these electrical transcriptions do not adversely affect union musicians who get the highest prevailing scale of wages for making them, the conclusion seems inescapable that Mr. Petrillo's action is motivated only by the desire to make his dictatorship over the field of music all-inclusive."

All-inclusive wording on the Petrillo edict, that his union "will not renew permits . . . to make transcriptions" and that "previously granted permits are terminated," gave rise to some confusion as to exactly how far the new prohibition extends. Mr. Petrillo could not be reached for comment, nor would any one else at AFM headquarters discuss the question.

Understanding of transcription company and broadcasting executives, however, is that off-the-line recordings of network programs for delayed or repeat broadcasts will still be permitted, provided that these later-than-network broadcasts of network programs are made by stations affiliated with the networks carrying the original programs. It was pointed out that such broadcasts have always been considered as part of the network broadcast by everyone concerned and that the stations receive compensation on the basis of their agreements with their networks and not on their card rates for transcriptions.

Patriotic Programs

Transcriptions of network programs for supplementary use, however, are understood to be forbidden by the new rule, as they are placed with stations on the same basis as recordings of programs which are not network shows.

Purely patriotic programs, it is understood, will be permitted to continue, provided they are entirely or chiefly non-commercial. The General Motors *Victory Is Our Business* series, which limits its commercial to a phrase about the broadcast describing part of the company's contribution to the war effort, is an example of this exempt type of transcribed program.

Also included would be all governmental transcriptions as prepared under the direction of the OWI or the Coordinator of Inter-American Affairs as a part of the nation's war propaganda program.

Applications for permission to make recordings should be made to the union by the organization which is to do the actual recording. In the case of a delayed broadcast this would probably be the station. In the case of audition or file recordings for advertising agencies or of patriotic programs, application should be made by the recording company and not by the agency.

Among the transcribed programs affected by the ban are the Coca-Cola *Singin' Sam* quarter-hour series, currently broadcast on about 125 stations; recordings of the Moylan Sisters' network program, sponsored throughout the Midwest and on the West Coast for Swansdown Flour; the *Carnation Bouquet* twice-weekly quarter-hour recordings, on some 70 stations for Carnation Milk; *Hearts in Harmony*, serial sponsored by Kroger Grocery & Baking Co.; a five-minute musical series for the Southern New England Telephone Co.; *Stand by America*, for Harvester Cigars, and recorded versions of numerous network programs, including *Against the Storm* and *Truth or Consequences* for Procter & Gamble and General Foods' *Aldrich Family*.

Fate in Doubt

It is too early to say definitely what the fate of these transcription campaigns will be, according to the agencies in charge. A soloist like *Singin' Sam*, for example, might continue to record *a capella* or against a choral, instead of of an instrumental background. Dramatic programs may be recorded, as many already are being, without theme and bridge music, which is either filled in locally by staff musicians of the stations carrying the transcriptions or omitted entirely.

In most cases, there are enough transcribed programs on hand to continue the programs for several weeks or more, so that no immediate action is necessary on the part of the sponsor or his agency. The consensus seemed to be that nothing would be done until after Oct. 12, when the Government's petition for a temporary restraining order against Mr. Petrillo and the AFM is scheduled to be heard in the Federal Court in Chicago.

Sound Effects Used

Spokesmen for the AAAA and the ANA, when queried about possible action by these organizations, agreed that for the time being at least their course will be to sit tight and observe carefully whatever develops. The problem, they stated, is primarily that of the broadcasters and the transcription companies and the advertiser and agency associations are not planning to become involved at this time.

When the making of one-minute musical transcribed announcements was halted by the union on Aug. 1 there was little if any loss in business for broadcasters, as most users of these recorded spots replaced the music with sound effects. In many cases this will also be true for transcribed programs it is thought, but there is no doubt that this latest Petrillo prohibition will definitely result in the loss of some business for some stations. A program such as *Against the Storm*, for example, uses organ music throughout its entirety to set the mood and supply a background for the dialogue and it would be impossible to record the program as it is broadcast for the network and to separate the words and music. For the present the stations which formerly received the transcriptions of this series are not getting them. Whether they will subsequently receive the advertising in another type of program has not yet been determined.

Similarly, all-musical programs whose replacement requires the adoption of a new program plan may be dropped entirely in favor of some other form of advertising. The program may be shifted to a network. The advertiser may decide to use newspapers or magazines and to drop radio at this time. As one recording company executive pointed out: It is impossible to say how much business has already been lost by stations because advertisers in making their fall plans have shied away from the transcription field because of the difficulties in its use set up by the AFM.

Loss of Incentive

The Cincinnati incident, which evoked a renewed outburst against "Petrilloism", developed after the AFM, through its Cincinnati local, had told the conservatory, one of the country's oldest musical educational institutions, that the national policy of AFM is to permit only union musicians to broadcast. This was identical with the statement given by Petrillo in ordering cancellation of the Interlochen broadcasts. The action was immediately condemned by school leaders as a threat to the country's musical education.

George H. Klusmeyer, manager

the conservatory, said the broadcasts had "materially contributed" to the education of students and that he thought the union's activities would cause students to lose the incentive of playing for millions instead of before a few thousand.

Speculation developed over whether this second student orchestra ban was a move to eliminate all non-union programs over the air. Heretofore, it was pointed out, the union has allowed such broadcasts if a standby band of union musicians was hired.

The *New York Times* on Sept. 9 renewed its editorial attack upon Petrillo, which began with his initial transcription-recording ban. It said that "Mr. Petrillo's conquests, like those of every dictator, only whet his appetite for further conquests."

Attacking as it has in the past the sweeping immunities from the anti-trust acts and even from the Federal Anti-Racketeering Act" given unions by the Supreme Court, the *Times* stated that personal indignation against Petrillo is "as futile as it is foolish".

"He is, in a sense, performing a public service. He is showing just what can be done by a labor union leader under the present state of the law. His dictatorial powers are merely the logical end-product of the Administration's labor policy to date. It is that policy which has placed these powers in his hands.

"No one would wish to prejudge the Dept. of Justice's legal case against him. The Supreme Court, notwithstanding its previous decisions, may interpret some existing law to mean that at least some of Mr. Petrillo's activities are out of legal bounds. But the law and its interpretation will have to be radically revised from that of the recent past if the irresponsible private dictatorship of the Petrillos is to be brought to an end."

Yet another ban from Petrillo headquarters was reported from Providence last Thursday where Frank Weston, publicity director of the United War Fund Campaign there, disclosed that union musicians have been forbidden to make a recording of a song written for the campaign. The drive is scheduled in November to finance statewide civilian welfare and community service to men in the armed forces. The plan was to have the recordings played at rallies.

Symposium Contributors

CONTRIBUTORS to a symposium on "What Should We Do With Hitler?" scheduled to appear in the November issue of *Picture Scoop* will be: George Putnam, news reporter of WEAF, New York, Quincy Howe and Frazier Hunt, CBS commentators; Rex Stout, author and CBS analyst; and Herbert Agar, formerly director of Freedom House, now a member of the armed forces.

HIZZONNER Mayor Edward J. Kelly received a check for $1,098 to buy cigarettes for the Chicago Servicemen's Center, from proceeds of a recent softball game between two teams of staff members of WGN, Chicago, as the proud team captains stood by. Taking part in the presentation are (l to r) Milton Heidrich of the WGN publicity department; Jack Brickhouse, announcer; Mayor Kelly; Guy Savage, announcer and co-captain with Brickhouse of the WGN All Stars; and Bob Elson, sportscaster and winning team captain.

Laredo Applications

COINCIDENT with an application filed by Mervel M. Valentine, president and owner of KPAB, Laredo, Tex., for sale of the station to the Laredo Broadcasting Co., the would-be buyers have applied for a CP to build a new station in Laredo on 1490 kc 250 watts unlimited. The company asks that the applications be considered together according to the FCC.

Pioneer Feeds on 21

WESTERN CANADA Flour Mills, Toronto (Pioneer Feeds) on Oct. 3 starts *Barn Dance* on CKNX, Wingham, Ont., weekly, and on Oct. 5 starts dramatized spot announcements on 20 Canadian stations with schedules varying from 3 to 5 weekly. Account placed by A. McKim Ltd., Toronto.

Planters in Chicago

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre (salted peanuts), has started sponsorship of thrice-weekly newscasts on WSYR, Syracuse, and local sponsorship of CBS *The World Today*, thrice-weekly quarter-hour on WBT, Charlotte. Goodkind, Joice & Morgan, Chicago, is agency.

Garrett Plans

GARRETT & Co., Brooklyn (Virginia Dare wines), on Sept. 20 will resume *Maid of America*, weekly half-hour variety program featuring Bob Trendler's orchestra on WGN, Chicago, Tuesdays 7:30-8 p.m. Plans are under consideration for eventually extending the show, which was tested on WGN last spring, to the MBS network but final decision will be made within the next few weeks, according to Ruthrauff & Ryan, Chicago, the agency. J. A. Robinson is account executive.

WGAR TO RESUME SYMPHONY SERIES

WGAR, Cleveland, for the second consecutive year will sponsor the Cleveland Orchestra in a series of 26 concerts over CBS and its shortwave adjuncts, according to announcement last week by John F. Patt, vice-president and general manager of the station. The sponsorship by WGAR is a public service contribution to the industry, he said.

To Be Shortwaved

Concerts will be heard from 5-6 p.m. each Saturday, Oct. 24 through April 17. In addition to the full coast-to-coast CBS network, the series is shortwaved to the British Isles, South America and the Pacific war zone. CBS has also arranged for two concerts by the orchestra under direction of Dr. Artur Rodzinski Oct. 11 and 18, replacing the New York Philharmonic Orchestra, immediately preceding the WGAR series. With the exception of several out-of-town appearances, the broadcasts will originate in Cleveland's Severance Hall, home of the orchestra.

The series this year will have a patriotic significance, WGAR announced. Each program will open with the National Anthem and a portion of the time will be allotted to a brief narration of Cleveland's participation in the war effort, promotion of war bonds, and various war activities.

1*

CBS 50,000 WATT STATION COVERS BOTH NORFOLK AND RICHMOND DOWN IN VIRGINIA!

Norfolk Studio
508 DUKE STREET
Richmond Studio
HOTEL RICHMOND

WRVA

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

ANNOUNCING

Appointment of

THE BRANHAM COMPANY

as National Advertising Representatives for

RADIO STATION

K T H S

10,000 Watts • 1090 Kc • Blue Network

HOT SPRINGS, ARKANSAS

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 5 TO SEPTEMBER 11 INCLUSIVE

Decisions . . .

SEPTEMBER 8

WRNL, Richmond, Va.—Granted CP directional antenna change for night use.

WGNY, Newburg, N. Y.—Denied special authorization to operate with 1000 w. unlimited.

KWG, Stockton, Cal.—Designated hearing application change transmitter antenna, increase power.

KROY, Sacramento, Cal.—Designated hearing CP new transmitter, increase power.

KICD, Spencer, Ia.—Granted consent acquisition of control by L. W. Andrews.

SEPTEMBER 9

KDNT, Denton, Tex.—Granted permission to amend application for CP within 45 days.

WJZM, Clarkesville, Tenn.—Denied request to transmit police messages.

SEPTEMBER 10

KVGB, Great Bend, Kan.—Granted CP to move transmitter at same address.

KSCJ, Sioux City, Ia.—Granted modification to change name from Perkins Brothers Co. (The Sioux City Journal) to Perkins Brothers Co.

WWSW, Pittsburgh, Pa.—Granted modication to change name from Walker and Downing Radio Corp. to WWSW, Inc.

Applications . . .

SEPTEMBER 8

KFEQ, St. Joseph, Mo.—Modification CP extend completion date of new transmitter, directional antenna, increase power.

KROC, Rochester, Minn.—Involuntary transfer of control to Agnes P. Gentling, executrix of Gregory P. Gentling estate.

Tentative Calendar . . .

WCOP, Boston—CP for 1150 kc., 1000 w. unlimited. (Sept. 14).

KXKX, Kansas City, Mo.—Renewal license 1590 kc., 1000 w. unlimited. (Sept. 16).

WORK, York, Pa.—Modification CP for 1350 kc., 1000 w. unlimited. (Nov. 16).

Radio Folk in Films

HAL PEARY, Hollywood star of the weekly NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. (Parkay margarine), in mid-September begins work in an RKO film built around and titled after the radio show. Lillian Randolph, colored maid in the half-hour radio comedy-drama, will portray that role in the film version. With change of plans, Chet Lauck and Norris Goff, stars of the five-weekly quarter-hour BLUE program, *Lum & Abner*, sponsored by Miles Labs. (Alka Seltzer), on Sept. 21 start their RKO comedy film, "Two Weeks to Live", instead of the originally scheduled "Wonderful World". Latter film will be made later in the year.

Standard Switch

STANDARD BRANDS, New York, which since mid-July has been considering a change in products for its NBC *One Man's Family* program, heretofore placed by J. Walter Thompson Co., New York, for Tender Leaf Tea, last week decided to promote Fleischmann's Yeast on the Sunday half-hour series, thereby switching the show from J. Walter Thompson to Kenyon & Eckhardt, New York, the Fleischmann agency [BROADCASTING, Aug. 3].

'ONE DOZEN ROSES' was the song Corp. Bob Green, stationed in Hawaii asked KLX, Oakland, Cal., to play for his wife. Station obliged, and in addition invited Mrs. Green to the broadcast where Adriel Fried, general manager, is pictured presenting a real dozen roses to the soldier's wife. Gagnier, KLX woman announcer (r), interviewed Mrs. Green and the program was recorded for rebroadcast to Hawaii.

RCA Holds Rally

TO LAUNCH the second phase of its successful "Beat the Promise" campaign, RCA Mfg. Co., Camden, on Sept. 13 held a special rally for some 25,000 workers and their families from various plants throughout the Camden area, the feature events being broadcast on the BLUE 7-7:30 p.m. Addresses were broadcast by Col. David Sarnoff, president of RCA, and Donald M. Nelson, chairman of the WPB, and a special war show was staged for the war workers by the Army and the Coast Guard.

Network Accounts

All time Eastern Wartime unless indicated

New Business

ANACIN Co., Jersey City (headache remedy), on Sept. 14 starts *Just Plain Bill* on 50 NBC stations, Mon. thru Fri., 5:30-5:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

KOLYNOS Co., New Haven (toothpaste), on Sept. 14 starts *Front Page Farrell* on 50 NBC stations, Mon., Tues., Wed., 5:45-6 p.m. Agency: Blackett-Sample-Hummert, N. Y.

WYETH CHEMICAL Co., New York (Hill's cold tablets), on Sept 14 starts *Front Page Farrell* on 50 NBC stations, Thurs., Fri., 5:45-6 p.m. Agency Blackett-Sample-Hummert, N. Y.

CAMPBELL SOUP CO., Camden, N. J. (soups) on Sept. 13 starts *Radio Readers Digest* on 65 CBS stations, Sun., 9-9:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

FOLGER COFFEE Co., San Francisco (coffee), on Sept. 18 resumes *America's Home Front* on 6 CBS Pacific Coast stations (KNX KQW KARM KOIN KROY KFPY), Fri., 5:15-5:30 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

HIGGINS INDUSTRIES Inc., New Orleans (institutional), on Sun., Sept. 13 sponsored single-time broadcast of "E" award ceremonies on 128 BLUE stations, 1:30-2 p.m. Agency: Bauerlein Inc., New Orleans.

INDEPENDENT LOCK CO., Fitchburg, Mass. (institutional) on Mon. Sept. 14 will broadcast "E" award ceremonies on 128 BLUE stations, 4:30-5 p.m. Agency: William B. Remington Inc., Springfield, Mass.

BAUER & BLACK, Chicago (institutional) on Fri., Sept. 11 sponsored single-time broadcast of "E" award ceremonies on 128 BLUE stations, 4:30-5 p.m. Agency: J. Walter Thompson Co., N. Y.

DEPT. OF FINANCE, Ottawa (war saving certificates and war bonds) on Sept. 20 starts a series of dramas on 54 Canadian Broadcasting Corp. stations, Sun. 7:30-8 p.m. Agency: Adv. Agencies of Canada, War Finance Group.

NESTLE'S MILK PRODUCTS, New York (Alpine milk), on Sept. 9 starts for 13 weeks, five-minute participation in *Breakfast at Sardi's* on 13 BLUE Pacific Coast stations, Wed., 9:30-10 a.m. (PWT). On Sept. 12 starts for 13 weeks, quarter-hour participation in that program on 8 BLUE California stations, plus KOH, Reno; KEX, Portland, Sat., 9:30-10 a.m. (PWT). Agency: Leon Livingston Adv., San Francisco.

THOMAS J. LIPTON Ltd., Toronto (teas) on Oct. 4 resumes *Tea Musicale* on 34 Canadian Broadcasting Corp. stations, Sun. 6-6:30 p.m. Agency: Vickers & Benson, Toronto.

WANTED AT ONCE

WORN-OUT G-E TRANSMITTING TUBES

BECAUSE there is a shortage of strategic metals used in transmitting tubes for civilian uses, and because military needs are great, General Electric is now salvaging these metals from worn-out tubes of 250-watt plate dissipation or over. Such metals will be reclaimed for new tubes, and in this way it is hoped to make more tubes available for broadcasting and other nonmilitary uses. Of course, military needs come first.

Will You Help? Send us—via express collect—your retired transmitting tubes of 250-watt plate dissipation and larger. If you do not have proper cartons, let us know the types of tubes and the quantity, and we'll send the cartons to you.

Credit—Because of the high cost of salvaging materials and the added cost of shipping, it is impossible to give credit on all tubes returned. Regular credit will be granted on those tubes that ordinarily have a return credit value. These include GL-862 and GL-898, and the radiator credit on GL-891R, GL-892R, GL-893R, and GL-8002R.

How to Ship—Mark the cartons and shipping papers "Defective apparatus for salvaging," and ship by express, collect, to General Electric Company, Radio, Television, and Electronics Department, Schenectady, N. Y.

GENERAL ELECTRIC

REAL THIS TIME

Barbara Luddy, Wed Weekly ... Plays, Takes Vows

MARRIED HAPPILY ever a... every week by the scrpt, Bar... Luddy, leading lady of MBS F... *Nighter*, is going to be the featu... player in a wedding scene Se... 18, this time her own. She is to ... married to Ned LeFevre, NBC a... nouncer in Winnetka, Ill., at t... home of L. T. Wallace, vice-pre... dent of Aubrey, Moore & Wall... Chicago, agency which places t... *First Nighter* program for Ca... pana Sales Co., Batavia, Ill.

KORE, KIDO SALE SOUGHT BY ESTAT...

APPLICATIONS for the dispos... tion of KORE, Eugene, Ore., an... KIDO, Boise, Ida., in settlement ... the estate of C. G. Phillips ha... been filed by Frank L. Hill, sur... viving partner, and Georgia Phi... lips, executrix of the estate.

Under the agreement, KIDO 1380 kc., with 2,500 watts day an... 1,000 night, would be assigned t... Georgia Phillips, and KORE, 14... kc. with 250 watts fulltime, and ... consideration of $10,000, would p... to Mr. Hill, according to the Com... mission.

Mr. Phillips and Mr. Hill each had 50% interest in the Eugen... Broadcasting Station and the Boise Broadcasting Station.

RCA MFG Co., Camden, N. J. on Sept. 13 only sponsored *War Workers* Rally o... 101 BLUE stations, Sun., 7-7:30 p.m. Agency: Lord & Thomas, N. Y.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day Vitamin tablets), on Sept. 7 renews for 52 weeks *Quiz Kids* on 6... BLUE stations, Sun., 7:30-8 p.m. Agency: Wade Adv. Agency, Chicago.

ANACIN Co., Jersey City (headache remedy), on Sept. 21 renews *Our Gal Sunday* on 51 CBS stations, Mon. thru Fri., 12:45-1 p.m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN HOME PRODUCTS, New York (Kolynos and Bisodol), on Sept. 7 renews *The Romance of Helen Trent* on 6... CBS stations, Mon. thru Fri., 12:30-12:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

E. I. du PONT de NEMOURS & CO., Wilmington, Del. (institutional) on Sept. 28 renews *Cavalcade of America* on 6... NBC stations, 8-8:30 p.m. (rebroadcast 11:30-12 Midnight). Agency: BBDO, N. Y.

SOIL-OFF MFG Co., Glendale, Cal. on Sept. 5 renewed *Bob Garred*, news commentator on 7 CBS stations, Tues., and Thurs., 5:45-5:55 p.m. (PWT) Agency: Buchanan & Co., Los Angeles.

Network Changes

PROCTER & GAMBLE, Toronto (Ivory) on Sept. 7 changes *La Pension Veloz to La Vie Commence Demain* on CBF Montreal; CBV, Quebec; CBJ, Chicoutimi, Que., Mon. thru Fri. 7:15-7:30 p.m. Agency: Compton Adv., N. Y.

CONTINENTAL BAKING Co., New York (Wonder Bread, Hostess Cake), on Sept. 28 replaces *Maudies Diary* on 46 CBS stations, Thurs., 7:30-8 p.m. with *Backstage Children* on 46 CBS stations, Mon. thru Fri., 10:45-11 a.m. Agency: Ted Bates Inc., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap), on Sept. 5 discontinues *Bachelors Children* on 67 NBC stations, Mon. thru Fri., 10:15-10:30 a.m. Agency: Ward Wheelock Co., Philadelphia.

COLGATE - PALMOLIVE - PEET Co., Jersey City (shave cream), on Oct. 3 will renew for 52 weeks *Bill Stern's Sports Newsreel of the Air*, and will add 50 stations making a total of 125 NBC stations, Saturdays, 10-10:15 p.m. Agency: Sherman & Marquette, Chicago.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Chief Engineer—1000 Watt daytime Station in progressive organization. Liberal salary. Call or wire WHEB, Portsmouth, New Hampshire.

COPYWRITING SALESMAN—With executive ability for Don Lee Network advancement, versatility necessary. KDB, Santa Barbara, Calif.

Sports Announcer—Football and Basketball. WHBU, Anderson, Indiana.

Three Capable Radio Engineers—Apply Portsmouth Radio Corporation. Portsmouth, Virginia.

Two Combination Engineer-Announcers—For Western CBS Station. One as chief engineer at $175.00 monthly—second as assistant at $150.00 monthly. Write or wire full qualifications to KVSF, Santa Fe, New Mexico.

TECHNICIANS—With Studio or Transmitter Experience, and License. Register at once. Many vacancies large Eastern Cities. American Communications Assn. 1624 Arch, Philadelphia

ORGANIZER—Expanding **Technicians** and **Announcers** Organization requires additional Eastern field representatives, capable negotiating contracts. Apply by letter only, enclose photo, details, ACA. 1626 Arch, Philadelphia.

RADIOTELEPHONE FIRST CLASS—Experience, 3-A. Anticipate openings may soon develop in Southern California Broadcasting Stations. This is not an invitation to come West until openings occur. Write qualifications, experience, present salary in first letter. Local scale $45-65 per week, 40 hours, standard IBEW agreements. Local 40, IBEW, 1509 N. Vine St., Hollywood.

WANTED At Once— A radio technician or engineer meeting any ticket requirements of FCC. State experience, references, and draft status. WBRK, Pittsfield, Massachusetts.

Experienced network type announcer—with operator's license. Ideal living conditions for family man. Starting pay $200 per month. Will pay moving expenses for permanent man. WINC, Blue Network affiliate, Winchester, Virginia.

FIRST CLASS LICENSED ENGINEERS—Write full details, experience, draft status, and present salary, Box 834, BROADCASTING.

"Nation's typical broadcasting station"—(See LIFE April 27) needs chief engineer. Congenial staff, modern equipment, air-conditioned building. Announcing not required. If you want a job where engineers are appreciated. Write WGAC, Augusta, Georgia immediately. $40 weekly.

Experienced salesmen—New England Basic Network Station, leader in volume. Major market, city of 200,000. State draft status and salary requirements in first letter. Box 835, BROADCASTING.

Announcer—Reasonable experience. No floaters. Hard work but worth it. Submit full details, salary, draft status and picture. Box 836, BROADCASTING.

Transradio Press Operator—With First or Second Class Telephone License. Box 838, BROADCASTING.

Combination engineer-announcer—Good salesman, network station. Girl operator, first class license. Free apartment. Box 837, BROADCASTING.

Have Opening—For one or two capable studio or transmitter operators. Those interested contact WDAY, Fargo, North Dakota, giving qualifications and salary expected.

Help Wanted (Continued)

Announcer and Engineer—Eastern local wants draft exempt, sober announcer; also licensed operator. Advise salary expected, references and availability date. Box 825, BROADCASTING.

SALESMAN WANTED—Excellent opportunity. Good financial arrangement. WJTN, Jamestown, New York.

Program Director—Producer wanted for Eastern network affiliated station. Must have adequate experience, educational background executive ability and thoroughly understand local, public-service programming. Box 826, BROADCASTING.

Position open—For experienced sports, personality and special events announcer. Must be steady, draft deferred. Good station in a good market. Box 827, BROADCASTING.

ENGINEERS—If you are experienced in studio, remote and portable recording work, have low draft classification, and would like to be associated with KMBC, write A. K. Krahl, KMBC, Kansas City, Mo., detailing training and experence. State starting salary required.

Announcer-Continuity Writer—Experienced family man for network regional. Also experienced woman continuity writer with good air voice. Apply at once. Salaries open. Box 832, BROADCASTING.

Operator—First, Second, Third Class. No experience necessary. Box 829, BROADCASTING.

Situations Wanted

One-Man Radio Station—General manager-chief engineer-announcer. Beat the duration doldrums with this ideal combination. Experienced all phases, Draft exempt. Box 828, BROADCASTING.

Girl—College graduate, radio background worked W. NY Station, publicity, scripts. Knowledge control broad. Has emceed own program. Box 833, BROADCASTING.

Draft exempt salesmanager or salesman—With provable sales record and broad advertising experience desires permanent connection. Salary unimportant. More interested in stock acquirement. Lately resigned local sales management independent station city of one million. References, Write, wire, Box 830, BROADCASTING.

News Editor—Thoroughly experienced writing and airing newscasts and commentary. Finest References. Box 831, BROADCASTING.

PUBLICITY-PROMOTION DIRECTOR—Outstanding background, desires connection with midwest station. Can also handle news. Draft exempt. Box 841, BROADCASTING.

College Woman—Program director, announcing, traffic, continuity, promotion, desires opportunity with progressive station in metropolitan eastern area. Box 840, BROADCASTING.

Wanted to Buy

Experienced Radio Man—Wants to buy station in town up to 50,000 population. Box 824, BROADCASTING.

Power Plant—2 to 5 kilowatt, 110 volt 60 cycle. Box 839, BROADCASTING.

For Sale

Slightly Used—803, 204A, 850, 511 tubes. Presto turntable. Box 842, BROADCASTING.

Hunt on Tour

FRAZIER HUNT, CBS commentator, has embarked on an extensive lecturing and broadcasting tour of the Midwest in September. Hunt's schedule includes speeches before business and civic groups, inspection of war plants and military training centers. In Minneapolis, Sept. 11, Gov. Harold E. Stassen introduced Mr. Hunt at a dinner for civic leaders and executives of General Electric Co., Schenectady, sponsors of Hunt's thrice-weekly news program on CBS.

'Club' to Tour

EASTERN TOUR of the BLUE program *Breakfast Club* under the management of National Concert & Artists Corp., New York, starts with a personal appearance at Ottawa, Canada, Sept. 15. Other points to be visited by the cast will be Montreal, Providence, New Haven and Pittsburgh. Series is aired on a participating basis.

Andrews Given Control Of KIDC, Spencer, Ia.

CONSENT to purchase 140 shares of unissued common stock, and 120 shares of unissued preferred stock in KICD, Spencer, Ia., was granted by the FCC to L. W. Andrews, Iowa state employe, who is vice-president and director of the station. Sale gives Mr. Andrews, already 30.2% stockholder in the station, the controlling bloc of stock.

Unissued stock was subscribed by Fred A. Gelke when the corporation was formed last fall. Price was $3,500 for the common, and $3,000 for the preferred. KIDC was licensed Dec. 16, 1941.

KGHI, Little Rock, Arkansas, operating fulltime with 250 watts on 1230 kc, joins the BLUE as affiliate in the South Central Group, effective Jan. 12, making a total of 132 BLUE stations. Outlet is owned by the Arkansas Broadcasting Co. Evening hour rate will be $50.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
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CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
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(Suburb, Wash., D. C.)
Main Office:
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Kansas City, Mo
Crossroads of the World
Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING FOR RESULTS!

Universal Manpower Measure Is Considered by Government

Summary of Radio Labor Shortages to Be Ready In Few Weeks; Navy to Check Enlistments

NO PRECISE form for manpower regulations affecting radio and communications is yet recognizable as a result of developments during the past week. At BWC it was indicated that a summary of radio labor shortages would likely be turned over to the Domestic Broadcasting Committee about Oct. 1 along with comparable data for communications to its respective committee. WMC could not forsee its essential occupational lists before Oct. 15.

The only concrete development was the Navy Dept. decision of Sept. 10 to check every voluntary enlistment of men between 20 and 45 with local draft boards to ascertain whether they have been classified in II-A, assigned to those engaged in civilian industries (including communications) essential to public health, safety and welfare, II-B or III-B. The latter two classifications embrace men employed in war industries.

Universal Plan

It is also understood that the War and Navy Depts. have approved the principles of the projected universal manpower legislation. Such legislation would enable the Government to compel workers to enter service in war industries where labor shortages have developed.

Last week WMC acted to assert itself when 12 northwestern States were declared a "critical area" where workers engaged in the production of copper and other nonferrous metals and lumber were frozen in their present jobs unless they can obtain a certificate of separation from the United States Employment Service. This voluntary order was likewise imposed upon employers as well, preventing them from granting a release to any worker without a Certificate from USES.

This act was regarded with considerable significance by some people in Washington since it constituted the first real test of WMC's authority. The success of this order was regarded as a possible test for future WMC action. This feeling was denied by WMC officials however, and they pointed to the labor-management committees which represent a sources of "prompt and vigorous cooperation" Another considered plan uncovered is the expansion of occupational specialists who have been aiding each State's Selective Service office in handing out decisions where indispensability is a factor in appeal cases. Under the proposed plan the number of specialists would likely be increased to enable local draft boards to expedite such decisions promptly.

Although considerable talk has been devoted to drafting of 18 and 19 year olds, President Roosevelt stated at his Friday press conference that he did not think it would be necessary before the first of next year. But he added that some decision on the matter would be made during the fall and that he was discussing it with Army officials to determine whether enabling legislation was needed soon.

NBC Policy Meeting

SEMI-ANNUAL meeting for members of NBC's public service division was held last week in New York with the two-day conference considering plans and policies for the immediate future under the direction of Dr. James Rowland Angell, NBC public service program counselor. Among those attending were Judith Waller, public service director of NBC's central division, and Jennings Pierce, who holds a similar position in NBC's western division.

WSYR's Bovines

IN THIS precise spot in the last issue of BROADCASTING, appeared an item about 64 head of cattle which graze at the base of the towers of a Syracuse station. We made a serious "bull" about the ownerships and identity of those bovines. The story should have read: "Cattle, 64 head, graze at the base of the towers of WSYR, Syracuse, and inside the city limits, too. The stock is 100% owned by the station, which explains their double purpose of keeping the grass trimmed in the rich creek bottom land where the WSYR transmitter is located as well as to utilize the grazing land to produce food for victory."

Pall Mall Spots

AMERICAN CIGARETTE & Cigar Co., New York, launched a campaign of spot announcements on five New York stations Aug. 17, and is currently using participations on stations in 27 other cities throughout the country for Pall Mall cigarettes. Contracts start at different times, and vary in length with each station. Transcriptions are used. Stations carrying the announcements in New York are WOR WHN WEAF WJZ WMCA. Agency is Ruthrauff & Ryan, New York.

Beatty's New Series

MORGAN BEATTY, former BLUE military analyst and commentator, who recently joined NBC, on Sept. 14 starts a regular period of news commentaries in the five-weekly 1:45-2 p.m. period formerly handled by John W. Vandercook.

FDR Talk Repeated

BECAUSE of the international importance of President Roosevelt's address to the International Student Assembly Sept. 3, WRUL, Boston shortwave station of the World Wide Broadcasting Foundation, is rebroadcasting abroad digests of the talk in 23 languages. The rebroadcasts supplement the world-wide coverage given the speech the day it was made.

Talent Case Arbitrated

ARBITRATION decision in the contract dispute between Kenny Baker radio and film singer-comedian, and William Morris Agency Inc., Hollywood talent service, was awarded the former on Sept. 8. Ruling frees Baker from all contract ties with the talent agency.

Army Lauds Radio Industry for Drive Designed to Boost the Use of V-Mail

HIGH PRAISE for U. S. broadcasters came from the War Dept. last week for their work in popularizing the use of V-Mail. Volume of V-Mail was boosted almost 100% during the two-week campaign, it was stated.

Lt. Col. E. M. Kirby, Chief of the Radio Branch of the Bureau of Public Relations of the War Dept., revealed last Sept. 10, Thursday, that the two-week radio promotion for V-Mail brought an increase in volume of 95.2% over a period ending just before the radio campaign started.

Indicative of the success of the radio campaign is the comment of Major H. F. Ambrose, of the Army Postal Service:

"A compilation of V-Mail statistics for the period immediately preceding and following Sunday, August 23, 1942, the day on which *The Army Hour* dramatized V-Mail, reveals a sharp upswing in the use of V-Mail in all parts of the country.

"For the week ended August 22, 1942, there was a total of 111,196 V-Mail letters dispatched on microfilm from this country. For the following week (August 24-August 30, inclusive) there was an increase of 32.9%, the total for the week being 147,660 V-Mail letters dispatched. For the week ended September 6, 1942, there was dispatched a total of 219,972 V-Mail letters, which represents an increase of 95.2% over the week immediately preceding the August 22 broadcast.

"Inasmuch as the full effect of the broadcast on the public would not be reflected in the writing of letters and the arrival of the same at points of embarkation on both coasts, it is believed that the latter period offers the best comparison. In other words, as a result of *The Army Hour* broadcast and the subsequent spot announcements, there has been almost a 100% increase in the use of V-Mail facilities. Prior to *The Army Hour* broadcast, the per cent of increase from week to week was pretty much stabilized between 5% and 10%—the figure of 111,196 for the week ended August 23 amounting to 14,748 more than the previous week ended August 16, the total for which was 96,348."

With development of the V-Mail plan into a full-scale operation, the War Department, through the Radio Branch, a fortnight ago undertook an intensive radio promotion campaign to bring the new type of mail service to public attention. The campaign opened August 23 with a spot on *The Army Hour*, the official War Department radio mission, heard weekly on NBC, 3:30-4:30 p.m., EWT, and was carried on during the following two weeks through spots and announcements on hundreds of established programs, both sustaining and commercial, on networks and local stations.

Drawn for BROADCASTING by Sid Hix

"Gentlemen, Please! Mr. Ryan Says You're Violating the Code!"

No. 1 OF A SERIES—WHAT THE MEN WHO MOVE YOUR MERCHANDISE THINK ABOUT WARTIME ADVERTISING.

"Now more than ever the less known brands move last"
says E. H. STRUBBE, Secretary, Treasurer, and General Manager, WHITE VILLA GROCERS, Inc.
Eleven hundred White Villa stores serve Ohio, Indiana, Kentucky and West Virginia.

"DURING ordinary times, a consumer may be willing to experiment with a cheaper or unknown brand. But when future availability of merchandise is doubtful, consumers take no chances and insist on products which are familiar and whose quality is known through experience to be dependable.

"Our experience in over 1,100 stores proves that right now when a consumer stocks up, she is buying the brands she knows. She is buying merchandise of known high quality.

"Yes, in times like these, quality products move first. The poorer quality and less known brands move last. Consumers now have more spending power, and the manufacturer who continues to advertise is sure to hold the market, even in the face of shortages.

"Speaking of shortages, we've had our share of headaches in keeping stocks up. Continued advertising by a number of manufacturers has helped our dealers keep customer good will despite our inability to supply some items of consumer goods.

"If for no other reason, this invaluable help should be continued for the sake of retail dealers who will have increasingly tough problems to solve as war cuts deeper and deeper into supplies of vital consumer goods."

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION